**See inside this issue**

La Jolla Parade Program & Gift Guide

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**La Jolla Village News**

**LA JOLLA'S PREFERRED SOURCE FOR LOCAL NEWS**

SAN DIEGO COMMUNITY NEWSPAPER GROUP

THURSDAY, NOVEMBER 29, 2012

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**La Jolla’s Christmas Parade ready to hit the streets**

By MARIKO LAMB | VILLAGE NEWS

The streets of La Jolla will light up with a festive, time-honored holiday tradition for La Jolla’s 55th annual Christmas Parade and Holiday Festival on Dec. 2.

The festivities begin at 2 p.m. with the customary antique-aircraft flyover marking the launch of the parade, which will feature marching bands, fire trucks, equestrians, canine units and creatively decorated floats by local organizations and businesses. Bill and Claudia Evans will also display a show of antique tractors this year in the parade, which will ride alongside more floats and equestrians than have ever been seen before on the parade route west down Girard Avenue and south down Prospect Street.

This year’s theme, “Christmas in the Village,” revists Christmas parades past by paying homage to the history of local merchants in La Jolla.

La Jolla Christmas Parade chairwoman Ann Kerr Bache’s inspiration for the theme stemmed from a 1984 Christmas parade photo from the La Jolla Historical Society.

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**Lightner shares vision for District 1’s future**

By DAVE SCHWAB | VILLAGE NEWS

Re-elected District 1 City Councilwoman Sherri Lightner said she intends to build on the solid foundation laid during her first four-year term.

Pursuing during an exclusive interview with the La Jolla Village News, Lightner relayed a message to her constituents.

“I haven’t really thanked people for giving me this job,” she said. “It’s been an amazing growth experience for me. With what I’ve learned — and the people I’ve worked for — we’re going to get a lot done in the next four years.”

After a hard-fought campaign against opponent Ray Ellis, Lighter prevailed 55 percent — 31,264 votes — to Ellis’ 45 percent and 25,706 votes.

“I ran a fact-based campaign — and I won,” proclaimed Lightner on election night at Golden Hall.

Concerning that long road to the Nov. 6 election, Lightner reflected on the candidates’ stamina.

“It’s kind of awe-inspiring to know how many times the mayoral candidates debated (20-plus), and how many times we (District 1 candidates) debated, compared to how much the presidential candidates debated (three times),” she said.

Pressed on what she likes most about being a councilmember, Lightner quipped, “I know where I can park every day.”

She added, “serving my community — doing things that actually make a difference.”

Lightner said there will be a great deal of continuity carrying over into her second term.

“We will be continuing, of course, the constituent services, the fiscal reform at the city, bringing more and more public services back online,” she said. “We’ve started repaving streets. We’ve repaved more streets in the last two years than in the prior eight years combined.”

One subject near and dear to Lightner is water — both conserving it and reusing it. She cited a recent conversation with a constituent.

“Someone came up to me and said, ‘You’re going to get a lot done in the next four years.’ I said, ‘What’s done in four years?’”

Lightner said grey water could be mandated for new construction for single-family homes so the system would be “good to go when you move in.”

“It’s showers, baths and laundry, not kitchen or bathroom sinks,” she added.

Pointing out up to 5 percent of San Diegans’ water is used outside, the councilwoman said that by recovering even a portion of grey water for reuse, “You’ve done a lot.”

“Pointing out up to 5 percent of San Diegans’ water is used outside, the councilwoman said that by recovering even a portion of grey water for reuse, “You’ve done a lot.”

“We want to be in a situation where we don’t rely on Metropolitan Water District for our water,” Lightner said, emphasizing the importance of looking at the long-term picture.

“Soon is better. To just be in control of our water destiny is huge because it’s everything for us.”

Another subject of paramount importance to Lightner is economic development. More specifically, plotting a strategy for it moving forward.

“The city should take a more active role in...”

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**Do you recall seeing masses of jellyfish creatures in the waters off our coast this summer? They weren’t jellyfish they were salps. Judith Lea Garfield gives the rundown on this strange, ethereal critter.**

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**QuickHits**

**Pop Warner cheer makes the big time**

After winning their division at the San Diego Pop Warner competition on Oct. 21, the girls of the La Jolla Torreyes Junior Pee Wee cheerleading team advanced to the WESCON Regional Cheer competition at the Long Beach Convention Center on Nov. 18. Under the direction of head coach Marcy Gernony and assistant coach Kelsey Boisnou, the cheerleaders competed against 14 of the top teams from Southern California, Arizona and Nevada, ultimately winning the team’s first-ever regional championship.

The team, which includes members Lillia Germano, Megan Splitsbury, Amelia Scirico, Kendall Leonard, Kate Dobak, Olivia Roach, Hailey Ramos, Izabella Steinbock and Anezi Quantic, will advance to the Pop Warner National Championships in Orlando, Fla., during the first week of December. For more information or to make a donation to assist the team, visit www.lajolapopwarner.org.

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**Ice rink undergoes cool renovation**

UTC Ice — a 35-year-old ice-skating rink located inside UTC mall — recently underwent major renovations to continue a longstanding winter tradition in the heart of sunny San Diego.

“Many times the mayoral candidates debated (30-plus), how many times we (District 1 candidates) debated,” she said.

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**What lies beneath**

Do you recall seeing masses of jellyfish creatures in the waters off our coast this summer? They weren’t jellyfish they were salps. Judith Lea Garfield gives the rundown on this strange, ethereal critter.
Cups turns 3 in the Village

By MANNY LOPEZ | VILLAGE NEWS

It was “Pink Friday” the day after
Thanksgiving at Cups in La Jolla, as
the swanky organic cupcake lounge
and teaching kitchen on Girard
Avenue celebrated its third year in
business. To commemorate the occa-

sion, customers received a complimen-
tary gourmet mini cupcake and food
demonstrations were held in the cup-
cakery’s state-of-the-art cooking class-
room.

“La Jollans really came out to show
their support,” said Nina Han, general
manager of Cups. “It’s because of
them that we’ve been here for three
years, and this was a good opportuni-
ty to show everyone our appreciation.”

Throughout the day, a line formed
outside the front door of Cups’ LEED-
certified lounge, as customers poured
in to sample organic, gluten-free,
vegan, dairy-free and low-glycemic-
index creations. Han said that it was
surprising to see how many people
stood in line to get a free cupcake and
then returned to buy more.

“These are miniature works of art,”
said Michael Reiss, a self-described cup-
cake aficionado, who, along with
doughter Casey, devoured an assort-
ment of cupcakes, followed by Cups’
signature strawberry milk on tap. “We
usually overindulge whenever we
come here, but the tradeoff is that
everything is made with ingredients
that I’m comfortable feeding to my
family. And for that I’m willing to pay
a premium.”

Cups is the brainchild of Michelle
Lerach, a former labor-law attorney
whose desire to become a
cheese maker led her to start a food enterprise
that has gone full tilt into
the world of organic eat-
ing and sustainable farm-
ing. Lerach has also tak-
en on the role of edu-
cator with her culinary
classroom, located be-
hind the bakery.

“This entire operation is reflective of Michelle’s
passion for food and food
education,” said Nino
Camilo, curator for Cups.
“While you do not have to eat healthy every meal, you should be
aware of what you’re eating to make informed
decisions about ingredi-
ents and nutritional
value.”

Camilo pointed out
that for many who par-
ticipated in the food
demonstrations, it was their first taste
of the Cups Culinary experience. He
added that the year-round cooking
school, intended for students of all lev-
el, offers a wide variety of hands-on
classes taught by many of San Diego’s
top chefs. The best part, Camilo said,
comes at the end of the session when
students get to enjoy a complete meal
and interact with the chef.

Gles Fontillas led a do-it-yourself
caramel apple demonstration that she
said was about more than just teach-
ing people how to dip apples into
caramel. She said that while many
people have enjoyed eating a caramel
apple before, few have actually made
one with their own hands.

“It’s a messy process, but the goal
here was to create a rewarding experi-
ence in a fun environment that will
hopefully inspire them to enjoy the
world of cooking,” Fontillas said. “At
the same time, we want to give people
the tools they need to make informed
food choices that will lead to better
health and more sustainable food-pro-
duction practices.”

More information on Cups can be
found at www.cupslj.com or by call-
ing (858) 459-2877.
Mapping the city through renewable energy

By KENDRA HARTMANN | VILLAGE NEWS

A map of San Diego parcelled out by ZIP codes and color-coded shows a clear delineation distinguishing certain parts of the city from others. It could illustrate any number of things: socioeconomic status, population per square mile, level of household education. The colors bleed from a dark red in most areas in the north and west of the city to a pale yellow in the south and east — a fairly common pattern found in many of the data collected by the U.S. Census Bureau.

This map, however, depicts something the Census doesn’t measure. It tracks the amount of solar installations per 1,000 people, and it was crafted by the Environmental Health Coalition (EHC) as a way of understanding what San Diego’s solar profile looks like — and how it could look better.

Kayla Race, a policy advocate for EHC’s Green Energy/Green Jobs campaign who lives in La Jolla, said she is encouraged by what she sees when she looks around at rooftops in her community: a smattering of solar panels pumping renewable energy into the homes and businesses on which they sit.

The fact that La Jolla enjoys a deeper red hue than many other ZIP codes on the EHC’s solar map isn’t really surprising. After all, it’s an affluent coastal community whose residents tend to care about the health of their immediate environment and who have the means to explore the latest technology in clean energy. What is surprising is that, even given its place near the top of per capita solar installations, La Jolla is still only taking advantage of roughly 8 percent of its solar potential. The city as a whole, meanwhile, only uses about 1 percent of its solar capability, according to what SDG&E estimates is possible.

“But even for the amount of solar La Jolla has, there’s still a huge potential for growth with rooftop solar,” Race said. “As a region, there’s even more room for growth. We have so much more potential for clean energy.”

The fact that we’re not living up to our potential isn’t entirely the fault of citizens, Race said. The city and utility companies don’t always cut a clear path for residents to go solar.

“There are a lot of things that the city and utilities could be doing to procure more clean energy, especially in local urban areas where there’s a dearth of it,” Race said, noting that AB 1990 — a state bill dubbed “Solar for All” that would have provided a set financing source for urban large-scale rooftop solar — was shot down earlier this year after extensive lobbying by utility companies.

“The utilities really fought [AB 1990],” she said. “They’re resistant to bringing in more solar because it goes against their whole model. They’re using an archaic system of large, dirty power plants, and they’re having trouble transitioning and figuring out how to have success in an energy-efficient future. It’s like they’re using vinyl records in iPod generation. But it’s certainly a tricky thing to get them on board, when we’re still figuring it out ourselves.”

So just exactly how does Race think organizations like EHC can get public utilities on board?

“We’re working with a number of groups in collaboration, like the California Environmental Justice Alliance (CEJA), to see how we can bring more solar and energy efficiency in, particularly in low-income communities,” she said.

It’s not an easy task, but EHC recently won a coup with the Public Utilities Commission’s approval of EHC’s recommendations for energy efficient programs earlier this month. The recommendations include things like collaboration efforts between utilities and EHC to devise behavior education programs designed after the nonprofit’s past successes; doubling the number of middle-income families that have access to free energy efficiency; setting higher goals for state energy efficiency upgrade programs; and developing more energy-efficiency related jobs through education and training.

Perhaps most importantly, EHC and CEJA are working toward implementing programs that make it easier for families in lower-income neighborhoods to use solar. And though some may think a world where every home has rooftop solar panels is a futuristic dream, the reality shouldn’t be so far-fetched, Race said.

“Solar is becoming exponentially cheaper every year. We’ve seen a dramatic drop in prices over last 10 years, and I see that trend continuing,” she said. “It’s becoming a more feasible option as we see more financing options, like a solar-leasing model. We’re still not seeing it coming into low-income neighborhoods, so it’s still not affordable there yet, but a clean energy future will happen in this lifetime. Continuing on the path of finite resources of energy, like coal, oil and natural gas is a very shortsighted solution. We could be getting energy from totally clean, infinite resources. The technology is here now.”

Some might ask why they should care about increasing solar in other communities. After all, La Jolla is on the higher end of San Diego’s solar scale, so why put in the effort when it’s clearly ahead of the game? “I think some in La Jolla might say, ‘I’m a homeowner, I have solar, so I’ve done my part. Why should I care that others have it?’ The fact is that air pollution doesn’t stop at community borders,” Race said. “If SDG&E [is] concerned one community with proposals for new dirty energy, it affects the whole region. If we’re not doing all we can to maximize clean air, we all feel it. We’re all in this together.”

For more information about EHC’s solar initiatives, visit www.environmentalhealth.org.

COURTESY OF EHC

A visual display of the solar divide: The region’s highest-income areas — like La Jolla — pop out in dark red, indicating the highest numbers of solar installations per capita. Lower-income neighborhoods are left in the dust with light yellow indicating their dismal numbers of solar installation.

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Three approaches to solving problems

By Natasha Josefowitz, Ph.D.

When faced with a conflict with someone else, people often do not know how to proceed. Having a method to deal with problems can be helpful. Whether there is a problem at work with an employee or a problem at home with a spouse or a child, taking one of the following three approaches should result in a more positive outcome — the main difference being that with employees or children you have the ultimate say, but with a spouse you are equal partners, each responding to the needs and wishes of the other.

Let us start with the first method, which I call the preventivé approach. The preventive approach deals with picking up early signs that something may be brewing and dealing with the potential conflict before it escalates into a full-blown one. It is difficult to do because we often hope that if nothing is said, the problem will disappear of its own accord, or that it will just happen a few times and that will be it.

The reality is that if a behavior seems to go unnoticed, or at least isn’t talked about, the assumption is that one can continue it. If you don’t want to make a big deal out of a first- or second-time dysfunctional behavior, it is possible to say something about it casually: “This is the third time you’re late for work. Is anything wrong?” Or to a child: “This is the second time you’ve not finished your homework. What can we do about it?”

In other words, during the preventative stage, you gather information in a non-threatening way. You make it known that you have noticed and are available as a resource, even if only as a sounding board. You make no judgment, you do not evaluate. You are just an impartial, yet concerned, observer.

The reality is that if a behavior seems to go unnoticed, or at least isn’t talked about, the assumption is that one can continue it.

The therapeutic approach assumes that a problem needs to be dealt with and that the person can be helped. It is important to mention the good points as well as the weak ones, illustrating each with specific examples.

The caveat here is that the person must be willing to acknowledge that there is a problem and also agree to receive some help. In other words, the boss or parent becomes an acceptable resource — pointing out what is wrong, how it can be fixed, and the expected outcome. If it is a spouse or coworker whose behavior causes a problem, one must find out how aware the person is of the behavior and its impact and whether he or she is willing to change.

Knowing that you are there to solve a problem together will allow difficult employees, uncooperative children and unaware spouses to participate in a discussion. It is important to set a time when you will talk again to check on progress toward mutually agreed-upon goals. This can be the next day, next week or next month, with specific behaviors that need to be reduced or eliminated and others, which will replace them.

The final approach is punitive. When the therapeutic approach has failed, it is time to threaten. Unless there is improvement, the following consequences are likely to occur: for an employee it can be no opportunity for promotions, a demotion and, of course, being fired. Whatever it is you threaten with, you must then carry it out. With a child, it is usually taking away some privilege; with a spouse, it is negative changes in your own behavior or even eventual divorce as a response to lack of effort on the part of the spouse.

Sometimes it is actually your unmet expectations of this employ- ee, spouse or child that creates the problem. They may not understand what is expected, or they may not act appropriately because of inherent limitations, lack of training or motivation. It is also possible that they are reacting to stress or some other factor that is not directly related to the problem at hand.

It is important for a superior to know the reasons for their employ- ees’ difficulties, for a spouse to understand what goes on in the other person’s mind and heart and for a parent to know the reasons for a child’s problems. When dealing with others, one must always be observing, gathering information, diagnosing, planning and evaluating the possible impact. A manager’s, spouse’s or parent’s job is never done — it is always in progress.

— Natasha Josefowitz taught the first course in the U.S. on women in management and is the author of 19 books. She lives at White Sands La Jolla.

Vi at La Jolla Village

Vi at La Jolla Village is one of Southern California’s top choices for senior living. Conveniently situated near San Diego’s Golden Triangle, this premier community for older adults provides the finer comforts of home, complemented by first-class amenities. Whether it’s engaging with friends or relaxing in the whirlpool, Vi offers countless ways to enrich body, mind and spirit. Vi also provides a continuum of care on site.

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planning the economic development for this region,” she said. “We are the big dog in the area. We need to take the lead. We need to be willing to step up and do the most we can for this region.”

The most fun thing for her right now, she said, is the La Jolla Town Council’s Economic Strategies Committee.

“It’s something I advocated,” she said. “We’ve spent a year doing a new economic development plan for the intersectionality. It’s what we want to achieve and how we see the future … improving manufacturing … taking advantage of all the local resources including blue (aquatic) tech … and taking advantage of the (Mexican) border.”

Getting Torrey Pines Road Corridor “resurrected again” has been one of the major projects of her first term, and it will definitely carry over into her second, said Lightner.

“That needs money, but we’re mak- ing progress on it,” she said. “Clean up and now. To build on old traditions, new educa- tional activities at the Holiday Festival, which takes place at the La Jolla Recre- ation Center, will add a new fresh twist this year.

“For the first time, we will have educa- tional activities that will include lessons on surfing, painting, an ex- pert demonstration of the use of music and singing, in addition to our usual activi- ties of Santa photos, games and the tree-lighting ceremony,” said Kerr Bache.

Cultural education opportunities will also include arts and crafts stations, equestrian docents teaching kids about different horse breeds and a Wells Fargo stagecoach, complete with information about the history and role of stage- coaches in Western development.

This year’s Christmas Parade and Holiday Festival will feature time-hon- ored traditions alongside multi-genera- tional activities, culminating in a dynamic community event as vibrant as La Jolla itself. For more information about the event, visit www.ljparade.com or call Pat Wells at (858) 922-4046.

Holiday rescheduling

• The Pacifica Jazz concert scheduled for Dec. 2 has been canceled due to overlap with the La Jolla Christmas Parade.

• The concert has been rescheduled for Dec. 16 at Sherwood Hall at MCASD, 700 Prospect St, from 2 to 4 p.m.

• La Jolla High School’s U-TOUCH clinic for autistic children is scheduled to present a grand benefit concert to raise funds for the education of orphans in Uganda, from its original Nov. 30 date to a to-be-announced date in March. For more information, visit www-u-touch.org.

A different take on Israel/Palestine issue

(A version of this story appeared in the La Jolla Village News on Nov. 22, Page 1)

Zahl Damuni, co-founder of the Palestine Right to Return Coalition, states, “U.S. tax dollars are support- ing America’s iniquitous war against a defenseless population.” The United States does grant $3 billion annually to Israel, but 75 percent of the for- eign aid is required by law to be spent purchasing American goods. Israel has turned out to be a great invest- ment for the United States and has used it with its inventions and discoveries in areas of medicine, pharmacology, sci- ence, technology and agriculture.

Damuni links to mass American con- suming its community merchant for- merly called the “Clean Energy Victory Bonds” (CEVB) program that would generate $3 billion. The group, including the anti- Israel organization Green America, is a proponent of green and sustainable energy but is in favor of a one- state solution supports the demise of the Jewish homeland but would like to see the Jewish people return from this diaspora to their homeland but were forced out against Jews, nearly one million Jews left or were kicked out of Arab coun- tries because of anti-Semitism (1948). Many wanted to remain in their homeland but were forced out and new.

There are no standards of orphans in Gulu, Uganda, was described from its original Nov. 30 date to a to-be-announced date in March. For more information, visit www-u-touch.org.

A visit from St. Nick

Santa Claus is coming to town in style on a Macy’s tour bus on Dec. 5, where he will make a stop at the Birch Aquarium, located at 200 Expedition Way, to read a classic holiday story from way, to read a classic holiday story from

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BEACH & BAY PRESS

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KATE MASEL (x118)
CAROL OLTON, DIANA CAVAGNARO, CARMODY, MARTIN JONES WESTLIN, JOHNNYMCDONALD, CARMODY, MARTIN JONES WESTLIN

The U-T San Diego recently assessed your years as mayor. The review was overwhelmingly positive, in part, because of what was left out. The omission was no mention of your contribution toward curb-cutting green initiatives and the impact of global warming. You have been a leader in this field and your efforts should have been heralded.

This month, as mandated by AB 32, a carbon market began quietly and without fuss in California. It is the second-largest carbon market in the world. You supported that legislation. Prior to its implementation, AB 23 was challenged by Proposition 23, which would have rolled back some pro- visions setting up a cap-and-trade pro- gram and you opposed, successfully. Prop. 23, permitting AB 32 to come into effect.

In addition, you have been a strong proponent of green and sustainable energy. You feel that the future is closer than many believe.

Dear EarthTalk: What are “Clean Energy Victory Bonds?”

Mau Blanchard, Wilmington, Del.

Green America, a nonprofit membership organization that promotes ethical consumerism, cre- ated the “Clean Energy Victory Bonds” (CEVB) program to encourage the opportunity to invest in clean en- ergy and related fields in a fashion simi- lar to how the federal government used to do it during the war effort during World War II. At that time, four out of five American house- holds held purchased the original Victory Bonds, raising $18 billion (more than $2 trillion in today’s dollars) to sup- port the war effort.

Green America first offered up the new spin on the Victory Bond idea in 2009 as something people on both sides of the political spectrum could get behind. The group has been lobby- ing federal officials and legislators to consider the benefits ever since. New legislation, the Clean Energy Victory Bonds Act of 2009, introduced into the House of Representatives in August by Rep. Bob Filner and other co-sponsors, gets Green America a step closer to turning their vision into reality. More than 40 other nonprof- it and advocacy groups and green money groups have gotten behind Green America in supporting the legis- lation.

If the bill becomes law, the new Vic- tory Bond program would generate some 1.7 million new jobs in and

La Jolla Village News
By Line

La Jolla Village News
Beach & Bay Press
Peninsula Beach

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Announcements, photos and story ideas are welcomed. We will try our best to make content appear at least one week prior to publi- cation, which is based on valid con- tact information.

OPINIONS
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dnEWS & V I E W S

THURSDAY · NOVEMBER 29, 2012
LA JOLLA VILLAGE NEWS

LIGHTNER CONTINUED FROM PAGE 1

BRIEFS CONTINUED FROM PAGE 1

UTC Ice general manager Matt Smith.

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Please help with the Dog Beach Holiday Clean-Up, Dec. 8, 9am - 11am
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TIDE LINES

Life in an undersea glass house

By JUDITH LEA GARFIELD | VILLAGE NEWS

It’s hard to decide what’s odder: two distinctly gelatinous alien-looking shapes floating in the ocean’s midwater—knowing they are actually alive, or knowing that both creatures are one and the same species. I refer to salps, called Cyclosalpa affinis. This year’s summer waters were full of the transparent jellylike, but not jellyfish, critters. Salp individuals are innocuous because they don’t sting or hunt; they’re gentle plankton eaters. But their population blooms, salps can wreak havoc. I don’t recall seeing such an influx of salps before and cannot account for their visit to Southern California. Neither can scientists conducting annual studies off the central coast, who concur that such an influx of salps before and after 2012 is atypical. Prior to 2012, the most salps they caught in a single trawl was a couple hundred, and that was in 1999. This year’s summer waters were full of the barrel-shaped animal reproducing sexually with members of the same species going, despite the hoards of predators that find them tasty, including various invertebrates, sea turtles, marine birds and many fish species, growing quickly and reproducing means there will be enough to keep the species going, despite the hoards being eaten.

— Judith Lea Garfield, naturalist and underwater photographer, has authored two natural history books about the underwater park off La Jolla Cove and La Jolla Shores. jlgfield@uscd.edu

Residents train their eyes and ears on water pollution

By KENDRA HARTMANN | VILLAGE NEWS

When it comes to water pollution, San Diego Coastkeeper is at the forefront of monitoring the health of San Diego’s watersways. Not surprisingly, however, the nonprofit’s resources are often stretched thin, leaving potential holes in the effort to attain total wellness in our creeks, rivers and oceans.

That’s why the group is tightening its budget by asking San Diegans to step in and keep an eye on things. Enter the pollution reporting hotline.

The pollution reporting hotline is just that — a way for residents to reach out when they witness pollution and bring it to the attention of the appropriate authority. And because knowing who the appropriate authority is can be tricky when it comes to reporting, say, runoff water flowing onto beaches or a neighbor improperly disposing of waste, Coastkeeper acts as a liaison between vigilant residents and the city department that can address their concerns.

“We’re trying to use our connections to get reports to the right people,” said Jill Witkowski, waterkeeper for Coastkeeper. “Also, some people want to remain anonymous, so there’s more privacy for those who maybe aren’t comfortable providing names to the city. It can also be hard for the city to follow through with anonymous complaints, so we act as the go-between in those cases.”

In some instances, Coastkeeper also provides a more thorough experience than the city has the resources for.

“Some residents want a follow-up to their inquiry, to know what happened, but the city doesn’t have the capacity to do that,” Witkowski said. “We can follow through and keep people informed.”

Recently, La Jolla was the site of two cases of water pollution that...
Dr. William Fishman and wife Lillian founded the La Jolla Cancer Research Foundation in 1976. Focused on oncodevelopment (developmental biology in conjunction with oncology) as a means to better understand cancer, the organization grew quickly in scope and prestige. By 2007, it had attracted contributions in the tens of millions of dollars from Malin Burnham and Denny Sanford. It is now known as the Sanford-Burnham Medical Research Institute (S-B).

S-B’s annual gala, held recently at the Estancia La Jolla Hotel and Spa, drew about 200 guests eager to show their support for this nationally respected organization. The event was chaired by Debbie Turner and Conrad Prebys; co-chairs were Sheila and Jeff Lipinsky, Blair Blum and Jim Sexton. Appropriately dubbed “Marching Towards a Cure,” it was an evening of music, merriment and classic Americana, inspired by Prebys’ favorite musical, “The Music Man.” For most, the dress was cocktail attire, but the generous chairman was decked out in full drum major regalia, including ornate red jacket and feathered hat, and huge baton — very much the Music Man himself.

After cocktails, canapés and conversation, Prebys led the band (also, of course, in uniform) into the ballroom and the guests followed. “76 Trombones” played as the guests took their seats, and the entertainment program continued with more songs from the musical — all quite beautifully performed and choreographed.

Emcee Bill Menish announced that while “Fund-a-Need” pledges would be solicited later in the program, there would be no live auction at this event. The audience responded with enthusiastic applause — grateful, perhaps, that they wouldn’t be subjected to another ear-splitting, over-amplified conversation-squelching live auctioneer.

Dr. John Reed, S-B’s congenial, well-spoken CEO (deserving-ly described as the world’s most exciting cell biology researcher) rose to speak. He thanked the event chairs and sponsors, and introduced Malin Burnham and Denny Sanford, calling them “the mainstays of the institute.” Asked to stand, they shot each other high fives across the room.

Dr. Reed gave guests good reasons to donate generously. He told how S-B scientists attract grants from NIH in Washington, bringing funding to San Diego, where every grant dollar stimulates another $6 in economic activity. Last year, they submitted 588 grant proposals, and brought in $111 million in grants. For every dollar of philanthropy S-B receives, its scientists will raise (on average) another $8 in grants — an 8:1 return on investment. He gave more astounding information about S-B, but most important is the institute’s work of finding cures that can quickly benefit disease sufferers — exemplified by its slogan, “From research, the power to cure.”

Guests responded most generously. At the $100,000 level, event chairs Prebys and Turner raised their bid paddles, followed by Denny Sanford. (Pam and Marty Wygod, unable to attend, sent the same amount.) Other donations were made at progressively lower levels. When Prebys raised his paddle again at the $1,000 level, Menish reminded him that he’s already given.
**Donovan’s Steak House**

They may look good enough to eat, but the paintings and sculptures at Donovan’s of La Jolla are strictly off limits – so you’ll have to content yourself with the USDA prime beef, the eater’s star attraction. If steak isn’t in the plan, pork and veal chops and succulent seafood will satisfy the most discriminating of palates. And at Donovan’s, fresh seasonal vegetables and your choice of potato are always included with each entrée.

**Froglanders**

Froglander’s has been satisfying yogurt lovers’ cravings for over 26 years. In addition to the best yogurt in town, they also serve acai bowls, banana splits and yogurt pie. You’ll find eight flavors everyday. Plus they offer over 50 different yogurt toppings including fresh fruit. La Jolla students receive a 20% discount. Open late: Friday - Saturday 11 AM - 10:30 PM and Sunday-Thursaday 11 AM-9:30 PM.

**Extreme Pizza**

Extreme Pizza is committed to serving the best quality pizza by using the freshest ingredients possible. Customers can choose from signature pizzas or create their own with a wide range of menu choices, including gluten- and dairy-free pizzas, crusts and toppings. Each pizza is available in sizes ranging from 8” to 18”, and delivery is available to all of La Jolla. Open for lunch and dinner seven days a week. Call or place your order online for delivery or dine in at the Kline Street location, which includes a pet-friendly outdoor seating area.

**Bistro Pazzo**

The whole idea of a bistro, says Seto Marselian, owner of Bistro Pazzo, is to offer a neighborh-
Moving Mom and Dad to Assisted Living

Almost everyone hopes as they grow older that they will be able to spend the rest of their lives in their own home enjoying the comfort and memories that go along with having a long life. Sometimes parents tell their adult children “I want to stay in this house forever. Promise me you’ll never put me in a home.” This promise can put me in a home with specialized dementia care for Anna with a senior apartment complex for her dad. It’s working out well. Anna is being safety taken care of and John sees her every day but still can golf and do all the things he loves without the worry of leaving Anna. Call Innovative Healthcare at (619) 731-1442 to talk to a nurse or view our website at innovativehc.com.

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For more information about a free consultation, contact the office of Grossmont Oral & Facial Surgical Center Call 619-463-4848 or go to our website to learn more about this revolutionary procedure at vchosms.com.

POLLOUATION CONTINUED FROM Page 9

through Coastkeeper’s hotline, were brought to the attention of city officials and quickly resolved. In one case, a resident witnessed a neighbor dumping paint down a storm drain. The resident called the hotline, and the information got to Witkowski, who emailed it to the city’s stormwater hotline. When she hadn’t heard back a week later — and when the concerned resident complained that the issue was still open — Witkowski decided to call the city’s Think Blue hotline and requested information on the initial complaint. She found out the city’s inspector hadn’t been able to reach the offending resident until that day, but was finally able to get in touch and inform the resident of the policies regarding the disposal of paint. According to a write-up of the incident that Witkowski posted on Coastkeeper’s website, when the resident had filled the complaint returned home that evening, the neighbor was hard at work, cleaning up the mess.

“Reporting these issues is often a last ditch effort for people when they feel like they can’t talk to their neighbors,” Witkowski said. “We like to see it as a way for everybody to pitch in to edu-

SOCIETY CONTINUED FROM Page 10

PREBYS ANNOUNCED

PREBYS ANNOUNCED

Prefers replied, “Well, before the last election, I had some money in a mattress. So, why don’t we make it a quarter of a million?” Guests stood and applauded.

“Ladies and gentlemen, you’re in a room full of the most generous people, and we’re trying to help change behaviors, which will lead us to better water quality. We’re just trying to provide a service to help those that can’t reach a solution through neighborly conver-

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Holiday Food Safety Tips for your Pets

Nothing can ruin Thanksgiving weekend faster than a cat or dog that gets a hold of turkey day leftovers. To make this holiday easier on you, your pet, and your purse, here is a list of Thanksgiving foods to keep away from your pets.

- Foods Not Already in Your Pet’s Diet: Like most humans who taste foreign foods on vacations and end up with stomachaches, pets who eat foods they are unaccustomed to may also have the tendency to sneak your pet some scraps on Thanksgiving day leftovers. To make this holiday easier on you, your pet, and your purse, here is a list of Thanksgiving foods to keep away from your pets.

- Bony Things: This applies to humans, too! To avoid a choking hazard, never give your pets any food that is hard, sharp, and big enough to get stuck in your cat or dog’s throat. To prevent the under-the-table hand off, consider keeping your pets sequestered in another room asunder-the-table hand off, consider keeping your pets sequestered in another room as

- Onion-y Things: Onion does make things taste good, but it is toxic to dogs and cats. In addition to the vomiting and diarrhea that will occur if your pets get a hold of your onion-infused stuffing, a larger medical emergency may occur as onions (garlic, leeks, and big enough to get stuck in your cat or dog’s throat. To prevent the under-the-table hand off, consider keeping your pets sequestered in another room as
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