

LOGO DESIGN

2007 - PRESENT

The following is a sampling of other logos I have created for fun or other companies around San Diego. I work hard to make sure my clients are happy with their final product, and I am always happy to hear that business has improved with their fresh new look.

CREATIVE SOUL
FOOD • MUSIC • FILM

REDIRECT
MYTAXES.COM

FIRST RESPONDER
CYCLING CLUB

bellieclaire

My Guy
HEATING & AIR

modern
LANDSCAPE SOLUTIONS

SPROCKET
MOTORCYCLE CLUB

San Diego Festival of the Arts
— AT WATERFRONT PARK —

SOURCED

homekraft
GENERAL CONTRACTING

CAST IRON
CULINARY

SANTA BARBARA
20
TO SAN DIEGO

women's Running

Jocket
OUTDOOR MEDIA

be
BEATIFIC
EVENTS

TRANSWORLD MEDIA

JANUARY 2007 - NOVEMBER 2009

TransWorld Media is an action sports publication company specializing in skateboarding, surfing, snowboarding, motocross, bmx and atv off roading. Although print media was the main part of the business, TransWorld strived to become a complete media company, branching out into lots of videos and online content. While working for TransWorld Media, I had the opportunity to work closely with the marketing and editorial departments to create designs for their needs. Alot of these designs where in the form of tee shirts, subscription ads, subscription cards, posters and event collateral.



SCREENED FOR REAL

THE T-SHIRT SHOWN ABOVE MAYBE JUST BE DIGITAL MOCKS, HOWEVER, THESE WERE ALL SCREEN PRINTED FOR TRANSWORLD MOTOCROSS. THEY WERE USED FOR EVENTS AND PROMOTION GIVE-AWAYS.

ENTREPRENEUR MAGAZINE

FEBRUARY 2010 - NOVEMBER 2011

Entrepreneur Magazine is an international publication that focuses on start-up business making an impact in the world. My time at the company was spent doing Art Direction for different sections of the magazine as well as organizing photo shoots.



BUSINESSUNUSUAL

going forward

Wax artistic

A Colorado salon adds a heavy dose of style as it takes away unwanted hair

Making small talk with a stranger while lying half-naked on a table as they rip hair from a rather private region is awkward at best. What's there to talk about? The weather? The economy?

"I generally loosen clients up with simple questions and then they start unloading from there," says Jen Eichhorn, owner of the Screamin Peach in Fort Collins, Colo. "They just kind of open up and pour their hearts out."

The Screamin Peach is a waxing salon. No pedicures. No manicures. No massages. Just waxing. Arms, legs, eye-brows, areas below the belt—you name it, they wax it.

"I didn't start my business because I wanted to get rich," Eichhorn says about her studio, which she opened in 2006. "I wanted to open something everyone would feel comfortable going to."

Most salons are very frilly and Little Bo Peep—low lights, faux waterfalls, lots of pink, an overwhelming infusion of flowers and incense and a perky staff. The Screamin Peach is Bo Peep's nemesis—and a lot more fun. It looks like a tattoo parlor but feels like a New York boutique. The furniture is funky, and eccentric works from local artists hang on the walls.

The waiting room is essentially a shopping area full of handbags, jewelry, lingerie, hats and sexy items like Black Betty Noir ("color for hair down there").

>>



PHOTO: BOB QUINCY

SCREAMIN SUCCESS: JEN EICHORN AND HER UNIQUE SALON.

start it up

WACKY IDEA

Wild boys

Meet the makers of Spirit Hoods, a line of fuzzy, fake-fur headgear that resembles skinned, stuffed animals

WHAT POSSESSED HIM: In film school at the Art Institute of Portland, Ore., Mendeluk was looking for a way to truly stand out, so he and a designer friend came up with the idea of a bobcat hood. Mendeluk began making them for his friends and noticed how cool it looked when his crew all wore theirs at the same time. A tribe was born.

PAYOFF: Between the e-commerce site (spirithoods.com) and 40-plus accounts in the United States, Canada and Japan, "we are moving thousands of units." The hoods' popularity has prompted manufacturing to expand from Los Angeles to include China. Seventeen styles are available, from a \$69 brown bear ("brave, curious, gentle") to a \$129 red fox ("adaptability, diplomacy, wisdom"), paws included.

STARTUP: Mendeluk partnered with friends Chase Hamilton, Ashley Haber and Marley Marotta, and Hamilton put in \$10,000 to create prototypes and pay for a booth at February's Pooltradeshows in Las Vegas, where the brand officially launched.

2011 AND BEYOND: A line of kid-sized hoods and a new tribe across the pond, when Mendeluk's brother, a former ad man with Leo Burnett, opens a Spirit Hoods office in London. —ERIN WEINER

ENTREPRENEUR: Alexander Mendeluk, a sometime actor with bit parts in the *Twilight* movies (he's the one Kristen Stewart kneed in the groin).

"AHA" MOMENT: Mendeluk sported the bobcat to a Hollywood party in 2009. "The entire place just stopped," he says. Soon, a gaggle of girls began petting the hood and "I was, like, 'Ohmigod. This could be something cool.'"



PHOTO: DAVID JOHNSON

MEDIA LOVE: Ke\$ha sported a wolf hood on *Paper* magazine's June cover. In April, Lindsay Lohan donned a leopard hood during a racy photo shoot with Tyler Shields. Celebrity photographer Mark "The Cobrasnake" Hunter captured a bevy of hooded beasts at the 2010 Coachella Valley Music and Arts Festival.

ALEXANDER MENDELUK IN LEOPARD, RIGHT.

technology



MOBILE TECH

Get your app in gear

AppMakr's do-it-yourself mobile application development platform turned Filter Publications into a mobile app developer

Filter Publications knows you can't sit still when it comes to the latest in tech. The Minneapolis, Minn.-based print and digital publisher's motorcycles and supersports gear website (including Racer X Online) has over 450,000 unique visitors each month. But with a growing number of readers turning away from the desktop in favor of smartphones, Filter was looking for a way to follow them. And now it has.

Filter turned to AppMakr to kick-start its mobile aspirations. The San Francisco startup's software development platform provides a complete, do-it-yourself toolkit for building applications optimized for Apple's iPhone, Google's Android and Microsoft's Windows Phone 7 operating systems, with no previous coding experience or programming background necessary. According to AppMakr, a complete, fully functional app requires just hours to create—and the service is absolutely free.

"The cost of building mobile applications is ridiculous—even a simple app can cost \$100,000 or more, and it can take months to develop," says AppMakr founder and president Sean Shadnam. "We don't feel it's right that the people with big pockets are the only ones getting their information out. Everyone's information is interesting. So we designed a completely automated system where apps are really free to publish and build."

The browser-based AppMakr software drives on the user's existing web content and social networking feeds, also enabling publishers, bloggers, small businesses and other would-be mobile app developers to create apps for their business or hobby.

AppMakr offers premium phone support for customers who run into significant trouble during the development process. According to Shadnam, most of the company's revenue derives from software licensing and white-label products.

So far, Filter Publications has made two AppMakr-built iPhone applications, the Racer X App and the Road Racer X App. Both are free and feature breaking news, photos and Twitter updates. Racer X also hosts YouTube videos and podcasts. Shadnam notes that downloads now top the 40,000 mark.

"I'm not a programmer, but AppMakr is something that's easy to use, and something I could understand," Shadnam says. "It makes it easy to disseminate news, information and videos and do it efficiently. It not only enables us to deliver our content in a different way, but it's also opened up a new revenue stream by allowing us to sell targeted ads."

As of January, the AppMakr platform was responsible for about 3,500 iPhone apps in all, translating to more than 1 percent of Apple's total App Store inventory. Everyone from PBS NewsHour to the PGA Tour has used the service.

AppMakr offers premium phone support for customers who run into significant trouble during the development process. According to Shadnam, most of the company's revenue derives from software licensing and white-label products. So far, Filter Publications has made two AppMakr-built iPhone applications, the Racer X App and the Road Racer X App. Both are free and feature breaking news, photos and Twitter updates. Racer X also hosts YouTube videos and podcasts. Shadnam notes that downloads now top the 40,000 mark. "I'm not a programmer, but AppMakr is something that's easy to use, and something I could understand," Shadnam says. "It makes it easy to disseminate news, information and videos and do it efficiently. It not only enables us to deliver our content in a different way, but it's also opened up a new revenue stream by allowing us to sell targeted ads."

lead gen



The downside of discounting

Social coupons are appealing, but make sure you're prepared to handle the risk of new customers they can bring.

Make sure you put realistic caps on the number of coupons sold and apply expiration dates that won't work against your best interests.

What happened? Here it is from the mouth of Andrew Massey, CEO of Chicago-based Groupon, who went on YouTube with a video (subtitled in Japanese) right after the complaints started coming in. "We really needed it."

Specifically, he said, Groupon had not yet set up the systems in its Japanese subsidiary for checking that the businesses making offers on Groupon can actually handle the traffic. As it happened, the restaurant overestimated what his team could run out while keeping quality and service high. And the customer fallout from this error was serious enough to lead the CEO of a company that turned down a \$4 billion Google acquisition bid last December to go online with a very sincere and respectful apology.

The moral here is that as alluring as the power of social coupons may seem for drawing new customers and reactivating old ones, marketers need to really think through the implications of making an offer over Groupon, LivingSocial or the like. Ask yourself if your service staff will be able to handle the extra business. Make sure you place realistic caps on the number of coupons sold and apply expiration dates or blackouts that won't work against your best interests (for example, specifying a Monday-to-Thursday restaurant offer to avoid cannibalizing weekend business).

For those who get the social-couponing equation right, the future can be bright indeed. Case in point: By the Side of the Road Inn & Cottages, a bed-and-breakfast that Janice Fitzgerald's family has operated for 12 years in a 200-year-old house in Harrisonburg, Va. For many of those years, Fitzgerald says, she had been doing co-op advertising with other B&B operators in her area, running ads in regional publications and on WashingtonPost.com to get her inn's name in front of users.

In early 2010, her son mentioned the family lodging business to his new employer, Washington, D.C.-based social buying platform LivingSocial. And they opted to work with Fitzgerald to craft an offer to run over LivingSocial's website: \$149 for a weekend stay in one of the seven suites of the main house, or \$689 for a weekend in one of the three cottages. As with Groupon, registered users log onto the local LivingSocial site to see deals in their vicinity.

The response was tremendous, and unexpected. "We had to close going in that 11 hours we would sell 702 two-night getaways through LivingSocial," Fitzgerald says. "That's 1,400 room-nights, more than double the amount we sold in 2009." But with 10 rooming facilities and only 52 weekends a year, the response also took up a lot of By the Side of the Road's inventory for the next year. That does concern Fitzgerald, who wonders about the impact on her regular customers.

"On the one hand, I don't know who moves on because they can't get it," she says. "On the other hand, I had no problem when we called and said, 'You're so busy! When can I come?' We actually booked him at the full price. He heard about us through LivingSocial, but he didn't care about the discount."

Fitzgerald's best advice for anyone driving new prospects with social coupons: Don't rely on the couponing platform to remarket to those first-time customers. She followed up on the LivingSocial coupon users with an email offer to buy a gift certificate for a weekend stay for one of their friends.

"Since I'm a hotel, I get e-mail and mail word ads on those [first-time] customers," Fitzgerald says. "So if I don't market further to those people, how stupid am I?" —GAIL KOPPEL

online ideas



WEBSITE TO WATCH

E-commerce in reverse

Milo bridges online and in-store selling with a site that lets consumers search for products offered by local merchants

READ IT The Daily Mail's "Milo" is a mobile app that lets consumers search for products offered by local merchants. The app is available for iPhone and Android. It's a great way to find local businesses and products. The app is available for iPhone and Android. It's a great way to find local businesses and products.

FIND IT Jack Absolute launched Milo last year to help local and online retailers connect. The app is available for iPhone and Android. It's a great way to find local businesses and products. The app is available for iPhone and Android. It's a great way to find local businesses and products.

BRAND IT The beauty of the app is that it's basically a giant ad in disguise. Milo is a mobile app that lets consumers search for products offered by local merchants. The app is available for iPhone and Android. It's a great way to find local businesses and products. The app is available for iPhone and Android. It's a great way to find local businesses and products.

money



VC

It's better to Giveo

A new way for small nonprofits to tap into big audiences and raise awareness and exposure online

There is an ideal pedigree for building a philanthropic social networking platform, Ed Messina's firm fits the bill. Before joining the team that grew and sold wireless social network platform builder Giveo last year for a reported \$6 million, Messina worked in venture capital for Kleiner Perkins Growth Capital. When he and colleague J.P. Lind were looking for their next venture in 2008, they noticed that the philanthropic community was testing social networking in the same preliminary way that corporations had been when HotLine was founded in 2007.

"The new donor that's coming up and filling my database doesn't respond the same way," Messina says. "They don't give the same way."

The 2009 market for charitable contributions was more than \$100 billion, but that total was down 2 percent from the previous year—and less than 6 percent of that was happening online, Messina says. He decided the formula of grants, events and big checks from high-net-worth donors isn't the way of the future. So in January 2009, he and Lind launched Giveo as an easy-to-use solution, marrying social media with the fundraising and communication needs of charitable organizations.

The Boulder, Colo.-based company helps nonprofits tap the sizable audiences and brand awareness of corporations and foundations and partner with them, turning their own advocates that generate far more return than one check. Messina points to the success of Pope's Refresh Project, which used similar principles to find and direct donations of millions of dollars to grassroots projects.

After a round of seed funding, which launched Giveo and gave the team enough resources to get the idea off the ground, Messina and Lind tapped their first angel investor, Joe Zell of Vienna, Va.-based Growth Ventures, to invest. Zell and Growth led a \$1.3 million round that closed in November 2010.

Zell would like to see the money used to target more big customers. "We'll use it to get a headstart in the first and cause marketing, cause-branding campaign management platform," Zell says.

And that's happening. As of January, the company had landed 17 clients, mostly medium-size nonprofits and marketing agencies. One nonprofit client provided the center to a program that funded 600 meals in schools across the country—and got the attention of the White House and Michelle Obama's "Let's Move!" program to fight childhood obesity. Giveo launched "Social Days to School" in partnership with the U.S. Department of Agriculture, the Centers for Disease Control and Prevention and other foundations.

"We're now starting to think about other areas of healthy food we can address," Messina says. "That's just one example of where the opportunity is."

—GAIL KOPPEL

going forward



ASK A PRO

The boss of you

Q: How can I stop being such a control freak?

A: Here's this for irony: "You can't get out of being a control freak," says Cheryl Cray, leadership consultant and author of *The Control Freak Revolution*. "I didn't hire anyone for 11 years, because I believed only I could do it and do it right. I was burning out and my business was stagnant."

These days, Cray has an assistant and a five-person team, and she manages web and accounting functions for her business, which includes coaching, coaching, coaching. 100 companies. "Even if you know there are multiple reasons to let go, some people need someone they trust to build a case for them," Cray says. A mentor or business coach or a therapist can help. So can a good book on the subject, says Michael Gartner's *E-Book*.

In any case, she will be the same. You have to trust yourself to trust other people. Start small. Hire an assistant—perhaps a friend or hand of the house, such as a volunteer and training phone.

Then, let your team and the entrepreneur's natural aversion to admit defeat build. "For the first thing go, and when I saw how much more I was able to do on speaking and listening and asking, more over time, I couldn't go back," Cray recalls. You should take as long as you need, but to let them go, Cray's advice: most first-time managers updating a database to platform, make-day workbooks.

"It's natural to want to be in control, and a lot of people just haven't learned the art of delegation yet," Cray says. But remember, those who run successful corporations have assistants to make their lives easier. Why wouldn't you?

LETTING GO ... The label gets tossed around a lot, but are you, actually, a control freak? If any of the following statements describe you, Cray says, you're about to say yes, indeed you are:

- You're afraid of never taking vacation time.
- You feel angry when others let you down.
- You're always "surprised."
- People ask you a lot of questions (because they're afraid they're not doing it right).
- You actually believe that no one else can do what you do.
- You check in with employees so much they look annoyed to see you.

... BUT STAYING IN COMMAND We asked Robert Sutton—Stanford University professor, author of *Good Boss, Bad Boss* and this man who coined the term "pushover"—how to stay in command in a good way:

- Talk more than others—but not the whole time, and people consider you a bully or just plain boring.
- Interrupt sometimes (more than others interrupt you).
- Occasionally grab your arms when you talk, and when in doubt, remain standing.
- Show strategic flashes of anger.
- Let employees know what you like and what you don't.
- Ask people what they need. And give it to them.

contents // 02.2011



22 THE DEVIANT EXPERIENCE

45 READY FOR YOUR CLOSE-UP?

48 HOW TO MAKE MARKETING BRILLIANCE

55 SMART MONEY

79 THE SECRET SAUCE

82 THE ROAD TO DISCOVERY

88 A SENIOR MOMENT

90 FASTEST-GROWING FRANCHISES

28 Entrepreneur // February 2011

SAN DIEGO MAGAZINE

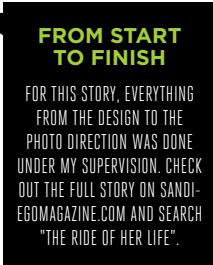
FEBRUARY 2012 - JUNE 2017

San Diego Magazine is a well known and respected publication in the San Diego area and beyond. My time as an Art Director here, gave me the opportunity to really expand my creative capabilities. Being a small magazine company, I had to wear many hats and I was able to work on a wide variety of projects. Besides design, I directed photo shoots, created award winning marketing campaigns, designed custom publications for clients, managed designers and interns, managed color correction of images and much more.



PUBLICATION SLINGER

BESIDES SAN DIEGO MAGAZINE, I WORKED ON A NUMBER OF OTHER PUBLICATIONS THAT INCLUDED: THE SAN DIEGO VISITORS GUIDE, EXQUISITE WEDDINGS, SAN DIEGO GOLF GUIDE, HALL OF CHAMPIONS SALUTE JOURNAL, SAN DIEGO LAWYER, SAN DIEGO CHARITABLE GIVING GUIDE, SAN DIEGO PETS AND OTHERS. OH, AND THAT CENTER COVER WAS DESIGNED BY YOURS TRULY.



**NO PHOTOS?
NO PROBLEM**

EVEN WHEN I AM NOT ABLE TO DIRECT A PHOTO SHOOT, I HAVE PLENTY OF EXPERIENCE DOING PHOTO RESEARCH TO FIND THE CORRECT PHOTOS FOR ANY PROJECT. THIS FEATURE WAS SOLELY DESIGNED ON RESEARCHED PHOTOGRAPHY FROM THE PREVIOUS FIRES IN SAN DIEGO. USING STOCK SITES AND REACHING OUT TO LOCAL PHOTOGRAPHERS, I WAS ABLE TO DESIGN A COHESIVE PRODUCT THAT LOOKS LIKE IT WAS SHOT JUST FOR T HIS FEATURE.

CUT IT OUT
I AM ESPECIALLY SKILLED AT CLIP OUTS. EVEN THE MOST COMPLEX IMAGES ARE NO MATCH FOR ME.

TEAM USA TALKS

Inside the training, traveling, and many trials of 12 Olympic hopefuls practicing right here in SD

74 | *San Diego Magazine* | July 2012

Lex Gillette

PARALYMPIC TRACK & FIELD (VIRTUALLY IMPAIRED, LONG JUMP AND SPRINTS)

5 THINGS YOU DON'T KNOW ABOUT MY SPORT:

- 1. I am virtually blind, but I am required to wear a blindfold when competing in my events.
- 2. I am required to wear a blindfold when competing in my events.
- 3. I am required to wear a blindfold when competing in my events.
- 4. I am required to wear a blindfold when competing in my events.
- 5. I am required to wear a blindfold when competing in my events.



Carrie Johnson

PARALYMPIC CANOE (KAYAK)

5 THINGS YOU DON'T KNOW ABOUT MY SPORT:

- 1. There are two Olympic canoe kayak disciplines: sprint and slalom.
- 2. In flatwater sprint, we compete in eight-lane heats, semis, and finals over 500 and 200 meters.
- 3. My boat must weigh at least 12 kilograms (about 26 pounds) for competition. It is made of carbon fiber.
- 4. My workouts range from 90-minute steady paddles to 10-second all-out sprints.
- 5. I have Teflon on my seat to help me rotate more freely.



Blake Leeper

PARALYMPIC TRACK & FIELD (BILATERAL AMPUTEE, SPRINTS)

5 THINGS YOU DON'T KNOW ABOUT MY SPORT:

- 1. My legs give me a more than 90 percent energy return.
- 2. The hardest part of my race is stopping.
- 3. Our relay teams do not have to use a baton; we just have to touch.
- 4. I start out slow at the beginning of my race and then get faster the longer the race.

Nic Long

BLIND

5 THINGS YOU DON'T KNOW ABOUT MY SPORT:

- 1. Our race begins on a three-story starting hill.
- 2. We can reach speeds up to 40 mph.
- 3. We jump across gaps that can reach up to 45 feet—all with no motor.
- 4. Our tracks are mostly dirt, but they're sealed and covered with asphalt, so they are almost "weatherproof."
- 5. We do a 10- to 15-minute warm-up for every 30-second lap.



Elliott Hovey

PARALYMPIC ROWING (BLIND)

5 THINGS YOU DON'T KNOW ABOUT MY SPORT:

- 1. I am required to wear a blindfold when competing in my events.
- 2. I am required to wear a blindfold when competing in my events.
- 3. I am required to wear a blindfold when competing in my events.
- 4. I am required to wear a blindfold when competing in my events.
- 5. I am required to wear a blindfold when competing in my events.

Sam Stitt

PARALYMPIC ROWING (BLIND)

5 THINGS YOU DON'T KNOW ABOUT MY SPORT:

- 1. I am required to wear a blindfold when competing in my events.
- 2. I am required to wear a blindfold when competing in my events.
- 3. I am required to wear a blindfold when competing in my events.
- 4. I am required to wear a blindfold when competing in my events.
- 5. I am required to wear a blindfold when competing in my events.



Will Claye

TRACK & FIELD (TRIPLE JUMP)

5 THINGS YOU DON'T KNOW ABOUT MY SPORT:

- 1. I train for the triple jump for 10 months... and it only takes me seven seconds to run, hop, skip, and jump to a gold medal at the Olympics. It's all worth it!
- 2. Making the Olympic Track and Field team in America is sometimes harder than winning a medal at the Olympic Games, because we have so much talent in the U.S.
- 3. We do a lot more than just run in circles all day.
- 4. Track athletes get to travel the world while competing on the pro circuit.

Colin Hawley

WOMEN'S HOCKEY (DEAF)

5 THINGS YOU DON'T KNOW ABOUT MY SPORT:

- 1. It is customary to share a meal and drinks with the opposing teams at the end of play.
- 2. Every team in each tournament stays at the same hotel and eats the same food in the same room.
- 3. We generally play six games in two days.
- 4. Rockies are "encouraged" to perform a skit or show at the end of the year.
- 5. Our season is a World Series circuit, playing in nine stops around the globe.



Lauren Crandall

FIELD HOCKEY

5 THINGS YOU DON'T KNOW ABOUT MY SPORT:

- 1. Field hockey is the third most popular sport in the world.
- 2. It is known as a men's sport—women have participated but were not until 1976.
- 3. It is one of the fastest-paced field sports in the world.
- 4. My teammates can hit the ball around 100 mph.
- 5. The only protective equipment we wear is shin guards and a mouth guard.

Deven Owsiany

WOMEN'S HOCKEY (DEAF)

5 THINGS YOU DON'T KNOW ABOUT MY SPORT:

- 1. Women play by the same rules as the men.
- 2. Fifteen players must be in the Olympics, in 1920 and 1924 (the USA took gold).
- 3. There's no protection, but full contact.
- 4. One of the positions on the field is called a hooker.
- 5. When you get a red card you are "sent forward," equivalent to being in the penalty box in soccer.



Once you are an Olympian, you are always one for the rest of your life—never former, never past.

Jamie Nieto

TRACK & FIELD (HIGH JUMP)

5 THINGS YOU DON'T KNOW ABOUT MY SPORT:

- 1. We are not amateurs—we are professional athletes.
- 2. The world record for high jump is 8 feet, one-half inch (2.45 meters) by a Cuban named Javier Sotomayor.
- 3. Once you are an Olympian, you are always one for the rest of your life—never former, never past.
- 4. High jumpers get three attempts at each height, and what attempt you make it on depends on your place—five people can all jump the same height, but get different places.
- 5. In Europe, there are high jump-only competitions. There are no other events and we can jump to our own music.



At the airport, checking javelins as luggage can cost up to \$175 each way!

Kara Patterson

TRACK & FIELD (JAVELIN)

5 THINGS YOU DON'T KNOW ABOUT MY SPORT:

- 1. A women's javelin is 7.2 feet long, but only weighs 1.3 pounds.
- 2. How you use your legs when throwing the javelin is just as important as what your upper body is doing.
- 3. A typical attempt in a javelin competition takes less than ten seconds to complete.
- 4. At the airport, checking javelins as luggage can cost up to \$175 each way!
- 5. International javelin competitions are measured using the metric system rather than feet and inches. The world record in the women's javelin is 72.26 meters (237 feet, 1 inch)—more than two-thirds of the way down a football field.

FIND DIRECTION
DOES THAT FOOD LOOK DELICIOUS? I WAS IN CHARGE OF ALL THE ART DIRECTION OF PHOTO SHOTS IN THE "EAT" SECTION IN SAN DIEGO MAGAZINE.



Craft Services
The neighborhood long known for boozy revelry and tourists en masse is getting a splash of sophistication thanks to **The Nolen**. Perched atop the new Courtyard by Marriott San Diego Gaslamp/Convention Center hotel, the rooftop lounge has views of downtown, Coronado, and Point Loma and a strong craft cocktail program. The menu spans seven categories, from barrel-aged cocktails to craft beer “hop-tails,” and savory bites, including truffled tuna melts. Designed by Bluemotif Architecture (Juniper and Ivy, Catania), the space is decked out in fire pits and original graffiti-style artwork, like a large-scale piece featuring Balboa Park’s Cabrillo Bridge. We’ll drink to that! **453 Sixth Avenue, Gaslamp** —ARCHANA RAM

Eat | REVIEW

The Land Rush

With food and ethics, Land & Water Co. is multiple kinds of good.

By Troy Johnson

S tails are fun. Unless they're these state: In 1992, the cod fisheries collapsed. Right now, three-quarters of the earth's seafood is being fished faster than it can reproduce. Ninety percent of large predatory fish (tuna, sharks, swordfish, cod, halibut) have been wiped out. Some experts have predicted the world's seafood supply could be wiped out in the next few decades. Those estimates are not without educated rebuke. But most scientists who've looked into the world's supply of seafood seem to reach the same general conclusion: Uh-oh.

With 340 million people, most with enough discretionary income to eat animal proteins, the United States' hankering for sushi is obviously a major source of the problem. Some sushi bar favorites—like salmon, octopus and, especially, bluefin tuna—are among the most endangered in the world.

Many in San Diego's marine sector—whether it be Scripps Institution of Oceanography, seafood supplier Catalina Offshore Products, or the city's first fully sustainable seafood restaurant, Harney Sushi—are doing their best to monitor stock, educate the public, and promote responsible consumption.



SMOKE AND SPICE
Seven-hour smoked lamb rib with Moroccan spices and tzatziki sauce

LAND & WATER CO.
2075 Carlsbad Boulevard,
Carlsbad
landandwaterco.com

TRY IT
SMOKED LAMB RIB
CHICKEN & GRUYERE
ORANGE DRESSING

Chef Rob Ruiz has been at the forefront. He helped Harney make the transition to full sustainability. In early 2014, he left to open Land & Water Company, his own restaurant, in a historic Carlsbad Queen Anne home along PCH. It is a shrine to doing things painstakingly, exceedingly right. The casual diner who enters L&W Co.'s dimly lit, wooden space wouldn't feel like they've walked into the cultish den of a foodie David Koreish. It doesn't feel preachy. Guilt isn't mingled. All of the restaurant's sushi is sustainable. They serve zero bluefin tuna. They serve Scottish Loch Etive steelhead (a trout related to salmon) rather than Atlantic salmon. They have a boat in Morro Bay catching sashimi, halibut, and tasty bottom dwellers. The boat used to throw away undesirable fish like thorny heads and rockfish; now L&W buys them and makes daily specials. They serve aquaculture-raised hiramasa (yellowtail) from San Diego. They don't serve unagi (eel), because most sushi eel comes frozen and pre-seasoned in a mystery, caramel-colored glaze. There's no mango or tobiko (the bright or-



GET IN MY BELLY
Crispy pork belly bacon with jalapeño marmalade, red shrimp, crab salad, and orange marmalade



WINNER WINNER
Jidori chicken with matcha pistachio, bacon, herb jus, and kimchi

ange and red roe found on many sushi rolls), because those are often chemically treated, artificially colored, and frozen. In fact, L&W serves no frozen fish at all. Friends and family helped Ruiz strip the historical house to its original bones. A fireplace, hidden behind a wall, is now active in the main dining room for the first time in 50 years. They sanded and finished the hard-wood floors themselves. It's a nice, warm place. The only garish stain on the ambience comes from a double-wide door in the middle of the restaurant opening to the blinding white fluorescent light of beach retailer Sun Diego. L&W Co. and Sun Diego should reach an accord (curtains? elegant Japanese partition?) that benefits both parties. I'd even prefer a flashing neon sign reading "Past, check us out over here!" than the current situation, which makes me want to avoid San Diego, not shop in it. L&W recycles all glass, paper, plastic, cardboard, cooking oil, and compost (used in the restaurant garden). They save their excess bar ice and water (like the water used to blanch veggies) in a 55-gallon drum to water the garden. Line cooks pedal bikes while working to generate electricity for the dining room (that one's not true, and yet might be a real prediction of the future). If this all seems overboard, most progressive things do. In the days of a waning global food supply, I care about a restaurant's ethics and let its good or bad behavior guide my patronage. That said, ethics don't taste awesome. I've had far too many sustainable organic meals that made my ethics swell with pride and my mouth recoil as if punished.

Thankfully, L&W is one of the most delicious restaurants I've eaten at in a while. The menu—from Ruiz, chef de cuisine Brandon Nichols, and sushi chef Keola Liu—is a mix of creative sushi, yakitori, and full-on French and global cuisine with purées, gastriques, and other fancy wet stuff. From the starters, their baby kale salad is one of the best piles of raw food in the city, with candied walnuts, persimmon puree, blue cheese, Asian pear, apple, and white balsamic. Sweet nuts and musty cheese with greens are nothing new, but the persimmon and white balsamic are—and it's that unfamiliar extra that makes it special. Beer lovers might order the pub-style crispy chicken with lightly battered bits of jidori with lemon, Kewpie mayo, and rock salt. Ours is a touch under-seasoned, but the chicken is tender and juicy; the light breading a welcome reprieve from the usual "fried chicken bits" you'll find at restaurants where it's all batter, no bird. The seven-hour smoked lamb rib is excellently cooked and spiced Moroccan-style under tzatziki yogurt sauce, but it's the couscous over coconut red

curry that really shines in the dish. Ruiz does this often, mix-and-match-ing sauces in a single dish. At times it seems a touch overkill, one big flavor confusing another. But luckily, his flavors are all very good. And I think the good ingredients—simply prepared, restaurant experience. L&W Co.'s crispy beef tongue skewers—braised and made into crispy, well-spiced rectangles with horseradish-infused Japanese mayo—is well done, if a touch under-salted. It pales next to the jalapeño cornbread topped with crispy pork belly, orange marmalade, and Japanese mint. If this dish cut the sweet element just a touch, it would be perfect. From the sushi menu, the Water Roll—spicy tuna with avocado and stone crab, sweet sesame glaze, dragon sauce (sesame, roasted chiles, orange zest), and whatever sashimi is fresh that day, all drizzled with ginger, ponzu, and citrus—is an excellent show of how fresh sushi can taste. Not overly mayo-l.

CONTINUED ON PAGE 49



SALMON CANTY
Maple-cured steelhead jerky with roasted red curry squash, Asian pear, and popped sorghum

Eat | REVIEW

Sweet Spot

The cocktail menu for Santa, but even the cobbler for us. At **Masters Kitchen and Cocktails**, Chef Beau Bonham has launched a rotating selection of fruit cobbler, including a version made with caramelized orange peels, cardamom, star anise, and Thai chili. It's topped with Bonham's signature brown sugar caramel, vanilla custard, and a drizzle of house caramel. It's got sugar, spice, and everything nice. **208 South Coast Highway, Oceanside**

Yucatecos Tacos

Mama Teta Taqueria

After more than a decade in Hillcrest, Mama Teta Taqueria recently moved to larger digs in Mira Mesa. Plenty of new items, including chorreados, or sauce-covered tacos, have been added, but loyalists will appreciate that the classics are still in play. For the Yucatecos, a corn tortilla is stuffed with pulled pork that's been marinating in orange juice and vinegar for 24 hours before getting tossed in a banana leaf for another 24. The method honors traditional Yucatecan cooking—mostly. (There's the minor detail of the San Diego health code not allowing underground pit cooking, as custom dictates.) It's then topped with pickled red onions and radishes, and results in a blend of sweet, sour, and spicy notes. Pair it with their El Gallo salsa, made of pineapples and red onions, and then you'll agree—Mama, we've missed you. —**we**

9225 Mira Mesa Boulevard, Mira Mesa

Cocktail Hour

Holiday Spirits

Cinnamon, walnuts, pine—San Diego cocktail menus are full of winter flavors. To embrace a season of merry mixology, here are three must-try drinks. **we** saw

FALL IN NEW ENGLAND AT GRANT GABLE
Cory Alberto Grant Gable's "chef de bar," drew upon his childhood in New Hampshire and the smell of fall bonfires for the addictive whiskey-based cocktail that also includes smoked apple juice, maple and walnut liqueurs, and cinnamon bitters. grantgble.com

THE BELLMAN AT STARLITE
Dimitri Golezowski, Starlite's bar manager, calls this one a "belly warmer." Served room temperature, it's a rich and boozy combo of brandy, rye whiskey, Swedish punch, black walnut bitters, Peychaud's, orange zest, and a cinnamon stick garnish. starlitesandiego.com

THE CATHOLIC AT CUSP
Two words: pine tynus. Bar Manager Damian Carpenter's aromatic twist on a traditional whiskey sour consists of Dickel rye, King's Ginger liqueur, pine syrup, grapefruit bitters, lemon juice, and egg white. The pine syrup's made in-house by infusing simple syrup with pine needles and a bit of eucalyptus. cusprestaurant.com

Eat | REVIEW

You Say Ceviche, They Say Cebiche

Little Italy's new Latin option is a riot, exciting mess. **By Troy Johnson**

Pheny of tents like girls who kiss them hard and then set their houses on fire. Some people crave consistency in relationships, whether they be with significant others, restaurants, or brands. But if you want excitement, the place to often wander frustration. And that means up my current relationship with the new South American seafood bistro **Sirena** in Gaslamp.

One night, we have delicious *ceviche* with remarkably fresh, vibrant ingredients. Another night, we slog through some truly unimpeachable Peruvian-Japanese sushi. All three nights, we find the service slow, but also incredibly courteous, hospitable, and professional. We're treated like family, and I guess real family is patient.

Sirena is located on the corner of Columbia and Fifth streets in Little Italy—which is most famous for being a block away from the corner of Fifth and Fifth streets. Even with its recent boom, Little Italy is largely a one-street food town. That street is Fifth. Sometimes the difference between success and that other thing is too far, and Sirena will have to get creative to get Little Italy visitors to look up the hill.

"The design of the ceviche bistro is here to stay. It's a nice sight, any time you're with giant octopus tentacles, with brown butter chicken and healthy blue water basses that you could find at Shogun Image. No designer would even once, and they have for David Smith."

A SICKEN FOR FLAVOR
Seared ribeye octopus with two bean purée and black garlic emulsion

TRIPLE FIVE
Triple five triple five triple five triple five triple five

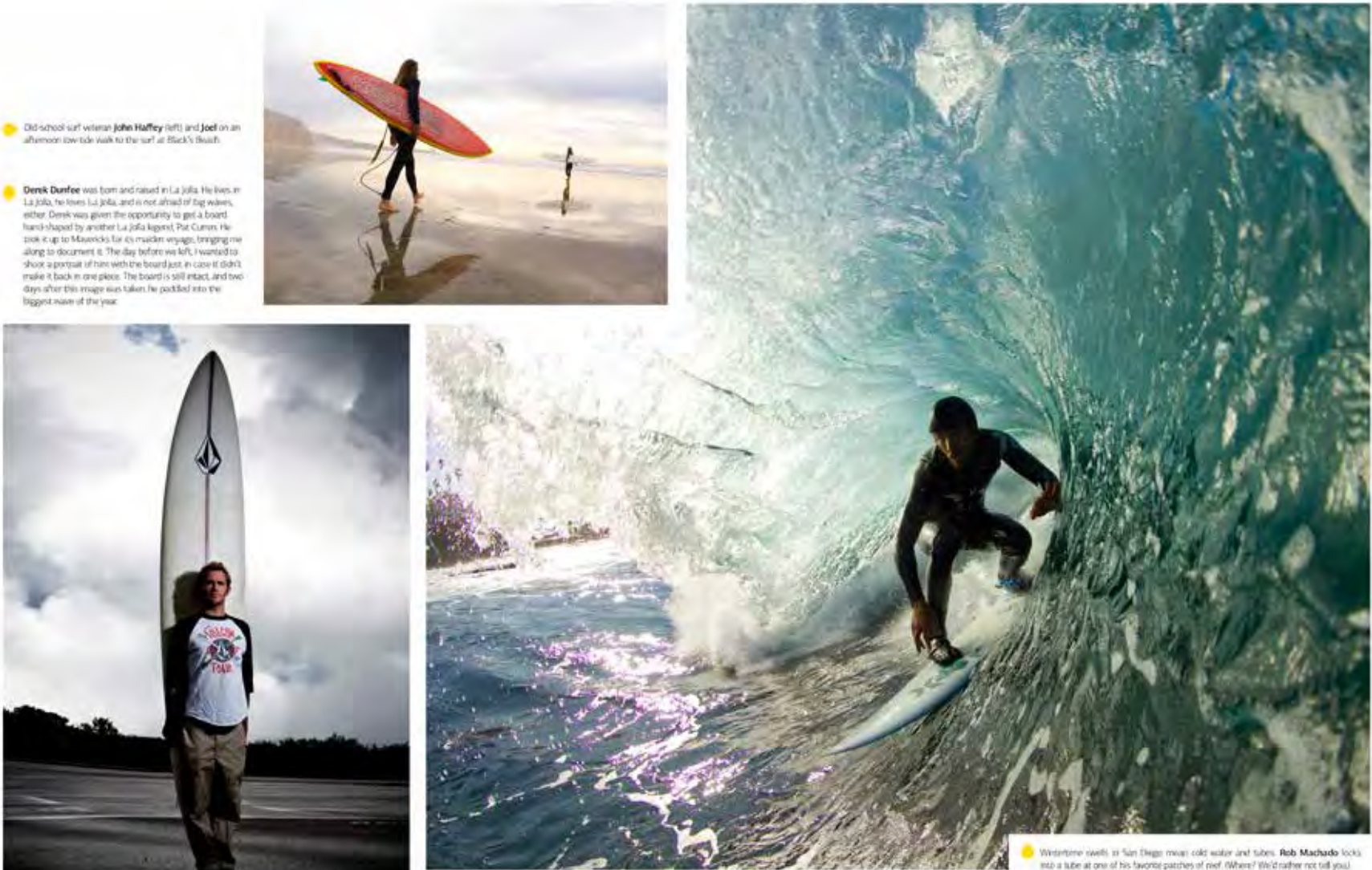
SIRENA
2015 Columbia Street, Little Italy
sirenaogourmet.com



ALONG for the RIDE

Award-winning surf photographer and San Diego resident **Todd Glaser** tells the stories behind his images of local surf legends.

Rob Machado at Black's Beach in La Jolla. He is a style master. From 1 to 20-foot waves, he makes the difficult seem easy, and his approach to the waves are seamless. This day he paddled out for the first time on a single fin shaped by Michael Jones and caught this wave straight off the bat. This light bounces off the cliffs, creating reflections on the water and never unlike any other lighting scenario I have seen in the water.



Did school surf veteran **John Haffey** (left) and **Joel** on an afternoon low tide walk to the surf at Black's Beach.

Derek Dunfee was born and raised in La Jolla. He likes to surf in La Jolla, he likes La Jolla, and is not afraid of big waves, either. Derek was given the opportunity to get a board hand-shaped by another La Jolla legend, Pat Curren. He took it up to Mavericks for its master shaper, bringing me along to document it. The day before we left, I wanted to shoot a portrait of him with the board just in case it didn't make it back in one piece. The board is still intact, and two days after this image was taken he paddled into the biggest wave of the year.

Wintertime waves in San Diego mean cold water and tubes. **Rob Machado** looks into a tube at one of his favorite patches of reef. (Where? Well, rather not tell you.)



Ryan Burch is one of my favorite humans and a good friend. He loves to surf more than most people I know, and can ride anything from a piece of foam to a 10-foot longboard. This was a clear morning in Cardiff and we played around shooting photos as he rode a surf-shaped longboard. Ryan loves to experiment and shape his own boards, some symmetrical, some not so much. Either way, he makes them look good.



The digital world is up on its feet. After a fun afternoon session at Black's, **Joel Tudor** and I walked up the road back to our cars, turning around to watch one more surf. The guy next to Joel was oblivious to what was going on because of his computer. It's amazing that we live in such a beautiful area and everyone has their heads down, looking and Instagramming all day long.



This is **Derek Dunfee** at Mavericks in Half Moon Bay on his hand-shaped Pat Curren board. He's thankful to have been there to photograph it.



Joel Tudor at Black's. Joel surf's this wave better than most, and is usually found sliding down the best waves of the day on a single fin. This day was no different. A big western swell mixed with a high-pressure weather system and afternoon low tide give us the conditions for an all-day surf day and let Joel do what he does best.



Joel Tudor is not only a world champion longboarder, but a Jiu Jitsu world champion too. His relaxed yet very technical approach to surfing and training are exceptional. Here he is casually on the nose at one of his favorite San Diego beaches, Cardiff.

ONE STOP SHOP

THIS IS ONE OF THE MANY PUBLICATIONS THAT I DESIGNED FROM START TO FINISH. I EVEN FLEW OUT TO THE PRINTER'S TO OVER SEE FINAL PRODUCTION.


82 | *Integrating Value-Based ITIL*Fall/Winter 2019-20 | iaaonline.org | 81

THE UNIVERSITY OF CHICAGO

SAN DIEGO HALL OF CHAMPIONS

68th ANNUAL

SALUTE TO THE CHAMPIONS



2014

TITLE SPONSOR:

THE ROBERT & LILLIE BREITBARD FOUNDATION

BOB BREITBARD



“Breitbard should be remembered and credited as an integral figure in the city’s journey from small town to big league.”

In 1946, the seed for the Hall of Champions was planted when Bob started the Breitbard Athletic Foundation to promote educational work, encourage competition and recognize significant athletic achievement in San Diego. To this day, the vision for his Foundation lives on in the Hall’s monthly and annual awards programs.

In 1963, Bob opened the Hall of Champions Sports Museum in Balboa Park. Although he was at the head of numerous sports ventures and programs in San Diego—including building the Sports Arena, helping launch the Greater San Diego Sports Association, and helping bring the Chargers, Padres, Rockies and Gulls to town—building the Hall of Champions was perhaps his proudest achievement. It was the ultimate way to give back to his city and its citizens.

In Bob Breitbard, San Diego’s Sports Keeper, Dan Fulop writes, “Beyond the surface of his legacy, Breitbard should be remembered and credited as an integral figure in the city’s journey from small town to big league.”

Bob passed away in May 2010 at the age of 91. He will forever be remembered for his giving ways, love of sports and desire to serve our community.

Founder & Sports Visionary

Bob Breitbard, the founder of the San Diego Hall of Champions, was a true visionary and man of the people. A native San Diegan, Bob is one of the most influential sports figures in the history of America’s Finest City, and his legacy of giving back to the community, recognizing and awarding sports excellence and bringing people together lives on to this day.

Born April 28, 1919, Bob was as native a San Diegan as they come. He grew up in the city, attended (and played sports) at Hoover High School, went to San Diego State College—now known as San Diego State University—and went on to join the ranks as one of the school’s coaches in 1945, helping re-establish the football program following World War II.

THE 68TH CHAMPIONS JOURNAL | 2014 | 11

HALL OF CHAMPIONS SPECIAL RECOGNITION

Eric McElvenny

Challenged Athlete of the Year



After Eric McElvenny lost his right leg below the knee from stepping on an IED in Afghanistan on December 9, 2011, he quickly took stock of his situation and made a commitment.

“I set a goal that when the other three members of my unit returned in mid-April, I’d be there to greet them. Standing,” said the 30-year-old. He did.

“It was an indescribable feeling,” said McElvenny of the emotional reunion. “I had led a small four-man team in war. I wanted to show them that I was the same old me. One week before they arrived, I dropped the cane I’d been using, so that when they arrived at Camp Pendleton, I was standing there. There were a lot of hugs and tears.”

McElvenny said it was just the first in a series of little steps he took that eventually led to him finishing the Ironman Triathlon on Kona this past summer, accomplishing his goal of breaking the 12-hour barrier by finishing in 11:50.

“When I got my prosthesis two months to the day I stepped on the IED, I went to rehab and was amazed,” he said. “Here were all these injured troops and everyone was in different stages of recovering.”

“I was a single limb amputee, which compared to others was a like a paper cut. It didn’t matter there if it was Marines or Navy, everyone was encouraging everyone.”

“I realized I had to set a good example for others who came after me. If he can do it, I can too,” became my theme.”

McElvenny’s background as a football baseball athlete in high school helped him to set realistic but lofty goals.

“The thing that stood out for me was the positive attitude everyone had,” he said. “It wasn’t ‘What can I not do because of the injury,’ it was ‘What can I do, what do

I want to do? So I decided to compete in the most difficult of all sports—a triathlon.”

With his wife, Rachel, offering support, he competed in a couple of triathlons in Southern California in 2012 before taking aim at the Ironman, known to humble the most fit with its 2.4-mile swim, 112-mile bike and 26.2-mile marathon in humid conditions.

“I was never much of a swimmer or biker but I got so much support I was able to overcome the physical adversity,” he said. “Everyone has adversity in their life; it just happens more with physical and that’s one of my strengths. It has helped me grow tremendously.”

“With a positive attitude and support from friends, family, the Challenged Athletes Foundation and the San Diego community, I was able to accomplish my goal.”

“I set a goal that when the other three members of my unit returned in mid-April, I’d be there to greet them. Standing.”

30 SAN DIEGO HALL OF CHAMPIONS | sdhocr.com

BRAD FOWLER

Bringing Inspiration to San Diego's Youth Through Sports



The Hall of Champions’ philanthropic mission is to motivate, inspire, and empower San Diego’s at-risk youth through sports. Our programs, which bring educational, skill development and sports experience programming to at-risk children in our city, are provided year-round and would not be possible without the generous participation and membership of the Board of Directors.

The building blocks of the Hall’s efforts to motivate, inspire and empower San Diego’s youth are our Champions Camp, strategic MCRD partnership, Jr. RBI program, the Brad Fowler Memorial Scholarship, and partnerships with local organizations such as Big Brothers Big Sisters, STAR/PAL, the YMCAs of San Diego, Rady Children’s Hospital, and others.

The Champions Camp was a two-day camp, held at the Hall, in partnership with the San Diego Sheriff’s Department and sponsored by Verizon. The camp served at-risk children from throughout the county and focused on building character and self-esteem through inspirational and motivational messages, as well as developing individual leadership skills and personal accountability. Some of the unique programs at the camp included: a Balboa Park-wide scavenger hunt, a challenging ropes obstacle course, Sheriff’s Department program demonstrations (K-9, SWAT,

forensic), motivational speakers, and an overnight stay at the Hall.

The Hall of Champions hosts numerous camps and clinics for hundreds of military youth throughout the year at the Marine Corps Recruit Depot (MCRD). Sports programming and instruction include soccer, basketball, baseball, football, and tennis. The Hall holds a one-week camp for each sport as well as a one-day clinic prior to the start of each sport’s season. The Hall also manages MCRD’s popular fall and spring youth soccer seasons with the help of San Diego Sockers stars Craig Chiles and Breitbard Hall of Fame member Brian Quinn. The longstanding relationship between MCRD and the Hall of Champions provides access to structured sports learning opportunities for hundreds of children of active-duty military each year.

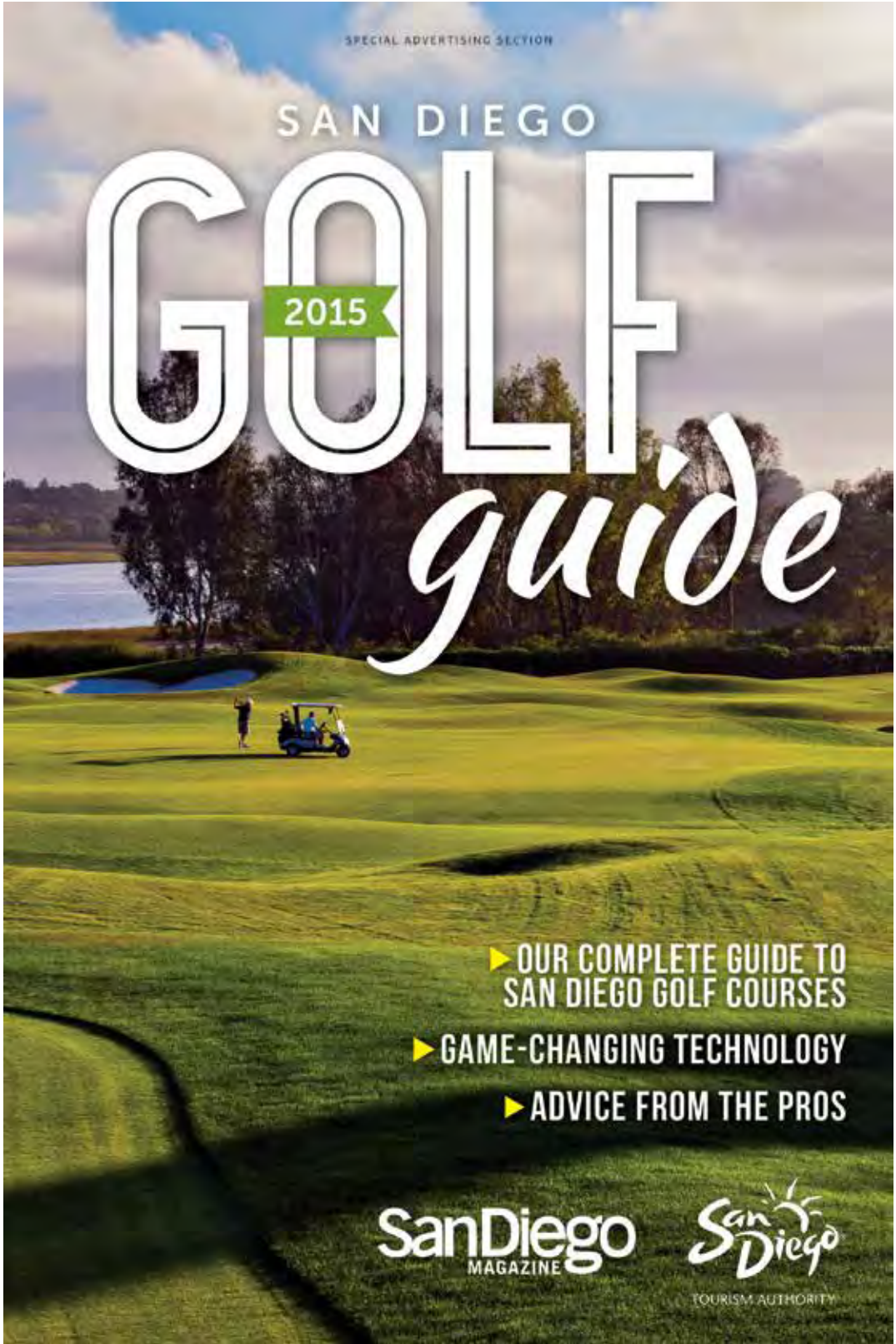
On the baseball diamond, the Hall’s strong relationship with Major League Baseball’s Jr. RBI program entered its fifth year in 2013 and continued to brighten the lives of the hundreds of inner-city and military base children served. The children participated in baseball education and structured league play through a partnership with the San Diego Padres, Peninsula Little League, MCRD and the Jackie Robinson YMCA. An emphasis is placed on skill development and educational, creating a strong growth experience for each player.

The 2013 Brad Fowler Memorial Scholarship recipients were a reminder of how hard work and dedication—and support from individuals and organizations willing to believe in an at-risk child—can pay off. The Brad Fowler Memorial Scholarship, established by Ron Fowler, Chairman of the Executive Committee of the Hall of Champions, provides college scholarship funds for high school seniors who have overcome personal obstacles associated with drugs or alcohol, demonstrated a strong commitment to athletics and a desire to continue personal growth and development through higher education.

Through the generous donations of many of our board members, seven lucky scholarship recipients received checks for \$5,000 toward their college education, along with a laptop computer from Computers 2 SD Kids.

2014 will be a year of growth and prosperity for the Hall of Champions’ community programs. We hope to count on you for support, whether it’s in the form of a kind word, a donation or access to a program or sporting event that would benefit at-risk youth in San Diego.

THE 68TH CHAMPIONS JOURNAL | 2014 | 12



SPECIAL ADVERTISING SECTION

SAN DIEGO
2015
GOLF
guide

Welcome to Golf Paradise

When you pair San Diego's temperate year-round climate with the wide variety of gorgeous golf courses, planning a golf getaway to San Diego is a hole-in-one. We've got courses to match every mood, whether you are looking for target golf or a more forgiving layout, calming ocean views or an urban skyline, mountain play or desert landscapes. San Diego's 90+ private and public courses provide every scenario, all an easy drive from the city's center.

San Diego is truly a golf mecca with its natural beauty, 300+ sunny days and courses for all skill levels. We've got top-notch resort golf and excellent public courses that feel like private clubs. It's also an incredible place to improve your game with lessons from elite PGA professionals or to get fitted with the perfect clubs. Some of the golf industry's top-tier companies, such as TaylorMade, Callaway and Titleist, reside right here in San Diego. So pack those shorts, bring the sunscreen, and come enjoy the diversity of our golf courses, along with our lovely weather. The only problem? You might never want to leave.

Wishing you straight drives,
Tina Mickelson
Tina Mickelson
Golf Editor

For advertising inquiries and subscription information, contact San Diego Magazine, 707 Broadway, Suite 1100, San Diego, CA 92101, 619-235-9292, sandiagemagazine.com.

San Diego Magazine's Golf Guide 1

SPECIAL ADVERTISING SECTION

DID YOU KNOW?

Golf balls have anywhere from 330 to 500 dimples depending on which company designs the ball, with 336 being a common number.

The first golf balls were made of thin leather stuffed with feathers.

Golf is the only sport ever played on the moon. On February 6, 1971, Alan Shepard hit two golf balls while on the lunar surface.

The chances of making two holes-in-one in a round of golf are one in 67 million.

The word caddy comes from the French word for student, cadet, which is pronounced cad-DAY.

Steve Williams, Tiger Woods' former caddy, earned \$1.27 million, making him the highest-paid caddy last year.

The most prolific winner on the PGA Tour was Sam Snead with 82 wins.

Did you know that more than 100 golf courses in the industry beyond being a golf pro? The Golf Academy of America, the longest-running golf college in the world, was founded in 1913, pioneering golf pro and not all the customers who right here in sunny Escondido, CA.

Fun FACTS

90+
Private and Public Courses

300+
Days of Sunshine

550,000+
People Played Golf in San Diego Last Year

2,000
Participants in the San Diego Junior Golf Association

\$2.8+
Million dollars Raised for Charities at the 2015 Farmers' Insurance Open

16 San Diego Magazine's Golf Guide

SPECIAL ADVERTISING SECTION

IN THEIR BAG

Local golf experts share their favorite equipment

CHROME SOFT

"I don't think I've ever been as excited about a single piece of equipment as I am about these Callaway Chrome Soft golf balls. Not only am I getting more distance off the tee and with my irons, but the added feel around the green has elevated my game to the next level. I LOVE LOVE LOVE this new golf ball!"
—Tina Mickelson, PGA

"R15, baby! I am a TaylorMade man through and through! I got my new R15 and fell right in love. It's more forgiving and helps me to keep it in the fairway."
—Mike Roffey, PGA Youth Professional, Crown LA Course (Riviera)

"I just got fitted with the R15 driver, and I couldn't believe it but with it, my drives were considerably longer. It has a great feel and sound and truly outperforms my other driver."
—Susan Roffey, LPGA and PGA Professional

"I love playing with the new Titleist SMS Vokey wedges. From the different bounce and grind options to the three different finishes and custom engraving, you can really customize your wedge game."
—Nick Becker, PGA, West Golf Professionals, The Clubhouse at Carlsbad

2 San Diego Magazine's Golf Guide

SPECIAL ADVERTISING SECTION

Trending Threads

"Simple white tech pieces with a colorful design on the placket are a way that companies like Peter Miller are taking the plain to exciting."
—Steve Wilson, Chairman of Peter Miller

"Fitted clothing by companies like Matt Gray, Linksoul and Black Cover. Technical fabrications such as screen-printed golf polos, and unique trim details such as printed plackets and looped buttons, are also up and coming in the market today."
—Byron Penfield, Director of Golf Ranch at Del Mar Golf Course

"Counterbalanced putters like the Scotty Cameron Futura X and the Odyssey Tank Fang are a hot item today, as this technology places more mass in the grip end of the putter to counter a heavier head. This technique enhances the club's MOI (moment of inertia) and gives the putter more stability during the stroke."
—Steve Wilson, Director of Golf The Bridger

3 San Diego Magazine's Golf Guide

A VISITORS GUIDE TO

OCEANSIDE

235

REASONS TO VISIT

THE OCEANSIDE BUCKET LIST

LOCAL DINING GUIDE

22 EXCLUSIVE DISCOUNTS

PRESENTED BY

VISIT OCEANSIDE

BEACHES



SURF & SAND

OCEANSIDE HAS 3 MILES OF SANDY BEACHES

A DAY AT THE BEACH

Feel the sand between your toes, play in the surf, and enjoy a stunning sunset; the beach is one of the most popular places to visit while in Oceanside. With 3 miles of shoreline, Oceanside's beaches are the perfect places for family and friends to make memories to last a lifetime.

Although they are all connected, the personality of each one varies just slightly. Harbor Beach and the areas that surround the pier are the most popular; they have lots of activities to choose from and are great spots to watch local surfers. Breakwater, Tyson Street, and Buccaneer Beach tend to be quieter areas that attract locals and sunbathers.

Once you've picked the beach whose personality fits yours, all that's left to do is grab the towels and sunscreen and head out for a wonderful day by the surf!

TIP: Tyson Street Park is located just south of the pier and has a large grass area and playground.

A day at the beach means more than just swimming. Fun beach games to consider are Frisbee or beach volleyball, a sandcastle competition, renting a beach cruiser, or building a bonfire.



OCEANSIDE PIER

Oceanside Pier is a must-see during your visit. Standing at a breathtaking 1,942 feet long, Oceanside Pier is the longest wooden pier on the West Coast. Around the clock, the pier area is buzzing with activity from visitors taking a leisurely stroll, fishers casting a line, surfers catching a wave, and families playing in the sand.

At the base of the pier is the **Pier Plaza and Junior Sea Pier Amphitheatre**. The plaza has a host of beach amenities including bike rentals, a caricature artist, and a variety of food vendors. As you walk by the amphitheatre, don't be surprised to find groups of people exercising, taking a dance lesson, or even a music festival underway.

The Strand is a pedestrian-friendly roadway that runs parallel to the pier and is a popular place for walkers, cyclists, and even your four-legged friends to get in some exercise while taking in spectacular views.

visitoceanside.com

23

EXPLORE



THE HARBOR

OCEANSIDE HARBOR IS ONE OF THE MOST PICTURESQUE LOCATIONS IN OUR CITY

OCEANSIDE HARBOR IS QUIETLY TUCKED AWAY AND hidden from the unsuspecting visitor. But as you drive into the harbor and discover rows of docked sailboats, people gliding by on top of paddleboards, and a sprinkling of restaurants and shops, you quickly realize that you have stumbled upon a true hidden gem.

The harbor is primarily known for its variety of water activities, including deep-sea fishing, whale watching cruises, and boat rentals, but it is also known for its beautiful, wide sandy beaches and incredible surf conditions.

The only harbor between Orange County and San Diego, Oceanside is a wonderful location for those sailing along the California shoreline. Aside from a variety of dining and shopping options, the harbor also has a fuel dock, launch ramp, bait receiver, and slip rentals to better serve our visitors traveling by sea.

The charming Cape Cod-style Harbor Village is filled with shops, restaurants, picnic tables, and a brilliant lighthouse, creating an enchanting atmosphere.

EAT

Harbor Fish & Chips (276 Harbor Drive S.) has been a favorite for locals and visitors alike since 1969. You are in for a treat whether you're eating a fish taco or a bowl of chowder. Enjoy fresh seafood from the comfortable and stylish **Lighthouse Oyster Bar & Grill** (262 Harbor Drive S.). This family business is ready to serve you their popular coastal cuisine dishes, including coconut shrimp and lobster bisque. Located along the north side of the harbor is **Oceanside Broiler** (1325 Harbor Drive N.), serving up fresh seafood and steak with stunning views of the harbor. Enjoy a scoop of your favorite ice cream at **Nana & Pop-Pop's Sweet Shoppe** (280 Harbor Drive S.), a favorite for the child in all of us, or have your pick from classic to contemporary candy options. For breakfast and lunch, grab a seat at **Stratford at the Harbor** (280 Harbor Drive S.) and enjoy delicious food with stunning views. Locals rave about the coffee cake and the fresh fish taco salad.

SHOP

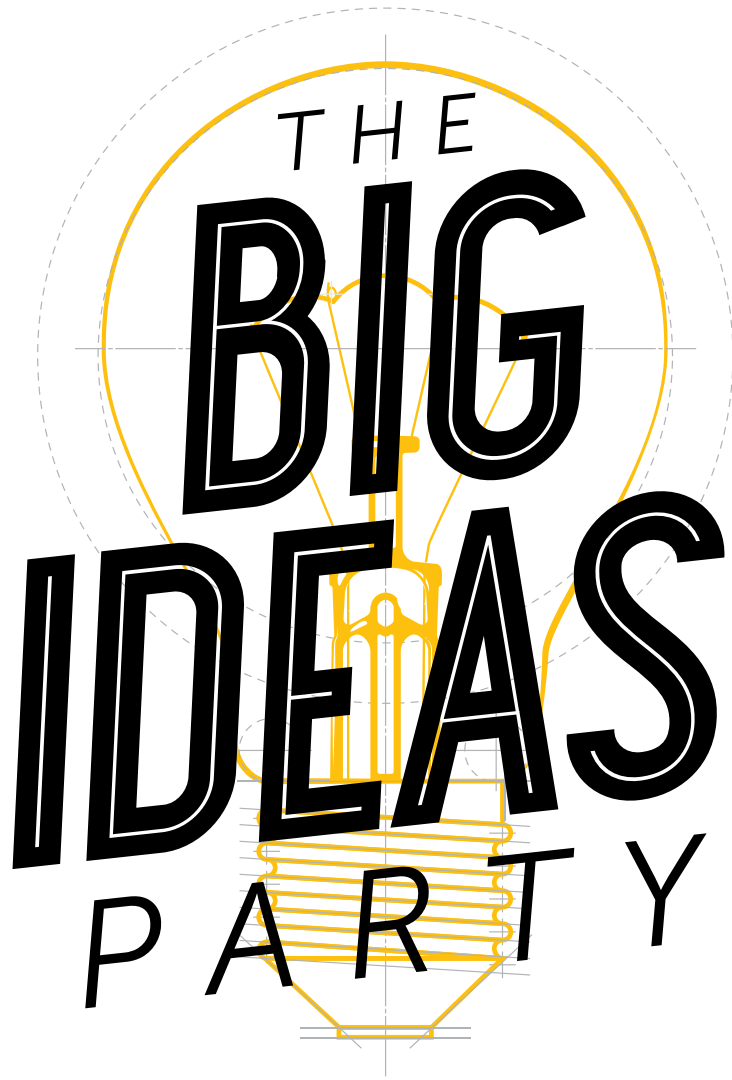
The quaint **Harbor Village** provides you with a variety of shopping options—from traditional Oceanside souvenirs to vendors selling kites and beach gear. Purchase fresh seafood from the **Lighthouse Fish & Seafood Market** (262 Harbor Drive S.). The selections vary based on the catch of the day.



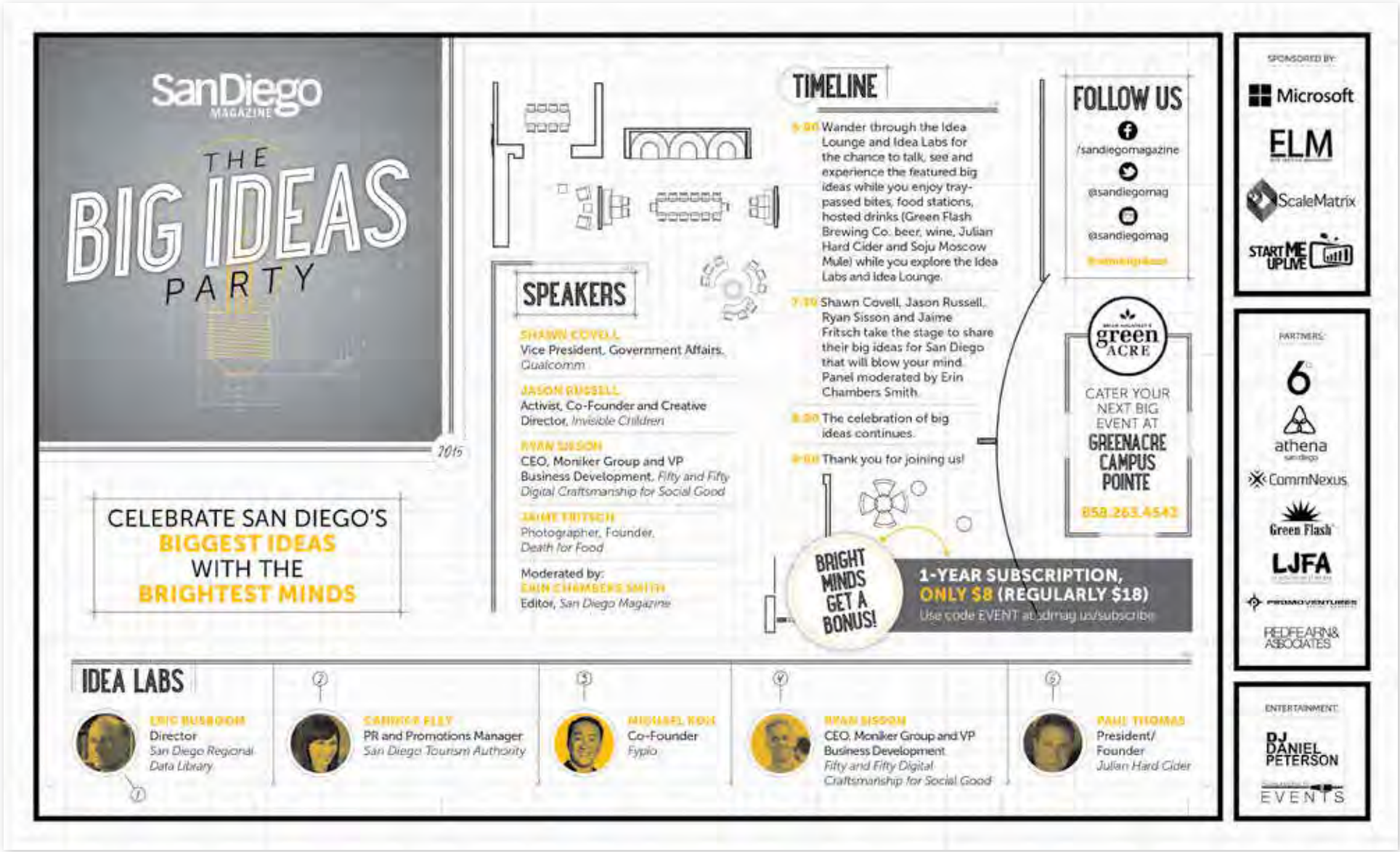
TIP: Looking for a fun photo op? Make your way to the mouth of the harbor and look west. There you will see large letters on top of the neighboring hillside spelling "OCEANSIDE." The sign welcomes everyone and inspires their town.

visitoceanside.com

33



ROLL UP PROGRAM



POSTCARD



EVENT POSTER

SanDiego
MAGAZINE

BEST OF
NORTH COUNTY

—2015—
PARTY

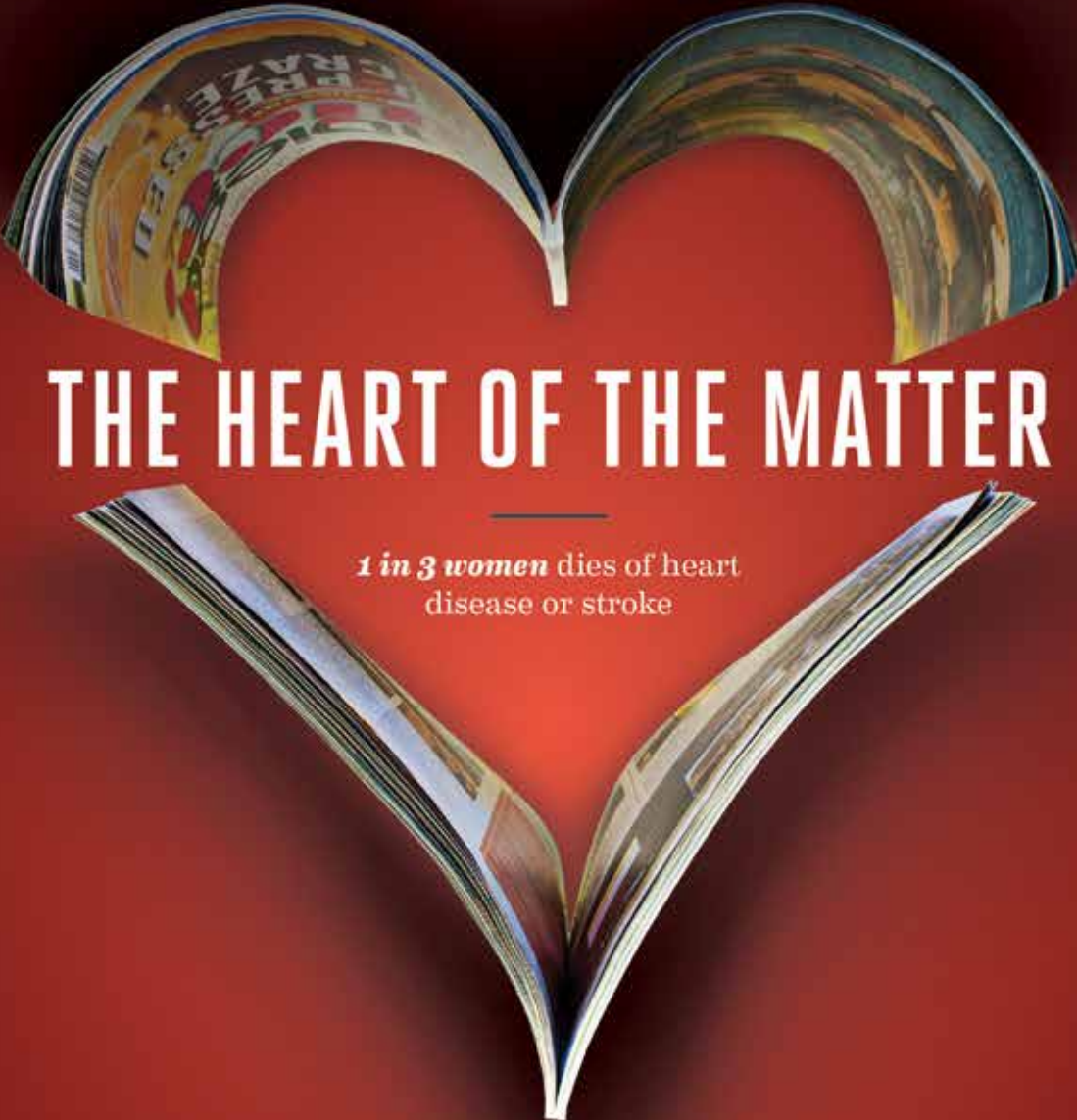
2-PAGE SPREAD AD



EVENT POSTER






BILLBOARD AD



THE HEART OF THE MATTER

1 in 3 women dies of heart disease or stroke

Let's fight heart disease together.
San Diego Magazine donates \$5 from every subscription directly to the American Heart Association. **Subscribe today.***



GET 12 ISSUES FOR \$15 UNTIL FEBRUARY 28

SUBSCRIBE AT sandiegomagazine.com/heart

*Applies to subscriptions purchased at the above URL.

AMERICAN HEART ASSOCIATION
CO-OP HOUSE AD

START A healthy habit


SUBSCRIBE TODAY



San Diego Magazine is available in print and digital editions making it easy for you to take the best of San Diego wherever you go.

sandiegomagazine.com/subscribe

Available on the Apple Newsstand, Amazon and the Google Marketplace



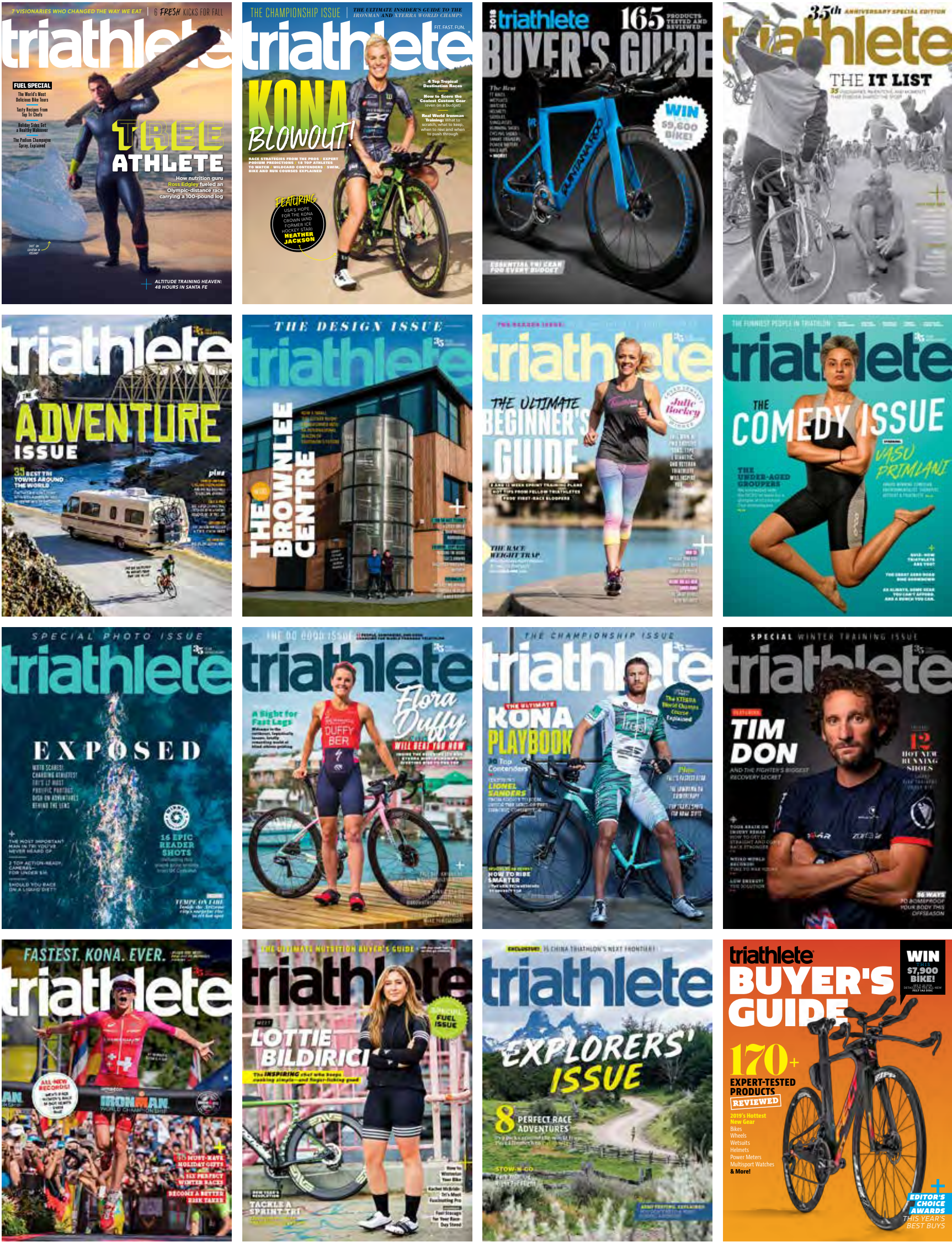
PAUL BODY

SUBSCRIPTION HOUSE AD

TRIATHLETE MAGAZINE

JUNE 2017 - PRESENT

Triathele Magazine has been bringing tips, tricks and race reports to beginners and veteran athletes in the sport. I came on board as the Art Director to bring some fresh ideas for the 35th year anniversary of the magazine. As the creative lead for the magazine, I get to plan and execute the publication from start to finish. Sports publications seem to be mediocre as far as design goes. Taking hints from other techy publications, my goal is to make *Triathlete Magazine* stand out from the crowd.



COVER WORTHY
PHOTO SHOTS GALORE FOR THESE COVERS. EACH WAS STYLED
AND DIRECTED BY ME TO ACHIEVE THE FINAL PRODUCT

CH