The Point Loma Association’s 48th Annual Dinner was held on Wednesday, May 27 at the lovely Kona Kai Resort. Over 425 Point Loma Association members, friends, neighbors, and business people attended this year’s event. Guests were entertained during the cocktail hour by the PLHS Jazz Band while everyone bought Raffle tickets and made their Silent Auction bids. This year we had ten Raffle Trees and ten terrific Silent Auction items.

The program began after everyone was seated in the Point Loma Ballroom decorated with centerpieces of succulents created by the Mean Green Team. This year, there were thirty sponsored tables and twenty past PLA presidents stepped up as Dinner Sponsors (thanks to Dick Lareau)! After Tony Calabrese, PLA Board Chair, welcomed everyone, Capt. Paul Marconi, Commander of the U.S. Navy Base Point Loma, led the Pledge of Allegiance, which was followed by Crystal Pridiore of PLNU singing America the Beautiful. Dr. Joe Watkins, Vice President of PLNU, gave the Invocation and guests began dinner.

Tony Calabrese called the business meeting to order and thanked retiring board members Tracy Morgan-Hollingworth, Patti Adams, Bill Klees and Ron Brooks. District 2 Councilman Kevin Faulconer installed the new board members David Crawford, Tommy Cardoza, Malinda Dickenson, Carol Norman and Mary Montanus.

The 2010 Community Beautification Awards for outstanding new signage, landscaping, architecture, redesign, historic preservation and gardens were once again presented by Dick Lareau. … years of service to the Point Loma Association's mission and projects, and named the following week “Patti Adams week.”

After the awards, guest speaker Lynn Guidi provided a very interesting and entertaining historical background of the Portuguese Community in Point Loma. This year marks the 100th Anniversary of the Portuguese Festa. Following Tony Calabrese’s closing remarks and thank yous to everyone, the Chris Klich Jazz Quartet played great oldies and we danced the night away. Both the silent auction and the raffles were fun and raised much needed funds for our new and existing projects and maintenance around the Peninsula. Thanks to all of you who attended!
**Chairman’s Message**

Thank you to all who attended and supported our annual dinner.

Congratulations and many thanks to dinner chair Karen Greenland and her committee. I think Karen set a record with 30 table sponsors. This year, over $25,000 was raised to help fund the PLA and our many projects. Cecilia Carrick and her raffle team also need to be commended for securing thousands of dollars in gift certificates and raffle prizes as well as silent auction items.

Thanks to Dick Lareau and his idea to get past PLA Chairs to sponsor the dinner, and many thanks to all the businesses that supported the dinner as well. Speaker Lynn Guidi did an excellent job talking about the history of the Portuguese in Point Loma and the photos she showed were truly a remarkable look at Point Loma and the village area almost 100 years ago to the present.

It was truly an honor to award Patti Adams with our Lighthouse Award for all her hard work and dedication to the community. Councilman Kevin Faulconer honored Patti by naming it “Patti Adams Week.”

I hope to see everyone at the Summer Concerts, Martha Phillips and her committee have put together a great line up again this year. Our primary mission is beautification and I need to say thank you to all the members of the Beautification Committee for everything they’ve done this past year. When you see a group of people in their bright neon vests working out by the road, those aren’t felons: that’s the Mean Green Team keeping Point Loma beautiful. They work countless hours, all as volunteers, so honk and wave and show them your support.

Thank you to all our board members, committee chairs and volunteers. Thank you to our outgoing board members and welcome to our new board members. It will be a challenging and rewarding upcoming year and I look forward to your support.

—Tony Calabrese

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**Beautification update**

**Newsracks** 
Mike Wiessnieki, City Code Compliance, indicated that he recently removed six Learning Annex newsracks that were not in compliance with newsrack code. Progress is being made!

**Hugh Story Memorial Rose Garden**

The Beautification Committee is looking for volunteers who can care for the garden on a bi-weekly basis. If you’re interested, e-mail Karen Davis at keldavis@cox.net.

**Trees on Rosceroans at Dene Olive Building**

Eight new Jacarandas have been planted in front of Dene Olive’s newly completed building at the corner of Rosceroans and Talbot. The trees add a beautiful touch.

**Next Beautification Meeting**

July 6, 2010, 8:00 a.m. at the San Diego Yacht Club Board Room. To place items on the agenda, e-mail Ron at brooks1@cox.net.

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**La Playa Trails Monument Dedication**

I couldn’t have been a more beautiful day to be standing on a street corner in Point Loma. On April 29, over one hundred people gathered at the corner of Rosceroans and Avenida de Portugal to replicate a ceremony that took place over 75 years ago: the dedication of the La Playa Trail Roseville Marker in the heart of Point Loma.

Patti Adams, past chair of the La Playa Trail Association, and the Board of Directors organized a beautiful tribute. After the invocation and flag salute, Donald Harrison, author of Louis Rose: San Diego’s First Jewish Settler and Entrepreneur, spoke about the namesake of Roseville, who arrived in 1850 and was determined that Roseville would be the site of San Diego’s new downtown. Alonzo Horton won out, but, as Harrison said, “Ultimately, Point Loma won out.”

Patti then took the mic and provided a history of the La Playa Trail, which was summarized in the last issue of this newsletter. This marker, one of six on the trail, replaced one across the street at what is now Gus’, inexplicably lost when Rosceroans was widened years ago.

Just like the ceremony that took place in 1934, Cabrillo Elementary school students sang their school song – except that this time, five Cabrillo students made a repeat performance. Edwin Taylor Goddard, Bernice Pedro Hollerbach, Mary Correia Martin, Angi Viera Mauricio, and Rita Viera Ballatore, all sixth graders who attended the ceremony in 1934 were on hand to lead the children in the school song.

**Author Donald Harrison**

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**Sincerely,**

Greg Cox

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**Supervisor Greg Cox Welcomes Summertime Fun and Urges Pool Safety**

With the summer months upon us, we are all looking forward to gathering among family and friends to enjoy the warm weather. For many of us that will include swimming pools and barbecues. While we cherish the warm weather, for many of us that will include swimming pools and barbecues. While we cherish

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**Point Loma Association**

Meet second Tuesday, 2:30 p.m. at the building at the corner of Rosecrans and Talbot. The trees add a beautiful touch.

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**La Playa Trail Association**

Meet second Wednesday, 2:00 p.m. at the Peninsula Community Service Center 3740 Sports Arena Blvd.

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**Midway Planning Advisory Committee**

Meet second Tuesday, 2:30 p.m. at the US National Bank 1331 Rosecrans St. Charles Best, 223-3418

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**Ocean Beach Town Council**

Meet fourth Tuesday, 7:00 p.m. at the Midway Plaza Association 1331 Rosecrans St. Charles Best, 223-3418

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**Peninsula Community Planning Board**

Meet third Thursday, 6:30 – 9:30 p.m. at the Point Loma Library 3701 Voltaire St.

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**OASIS Classes at the Library**

Meet second Wednesday, 10:00 a.m. unless otherwise noted. For arts-related listings consult the enclosed Peninsula Arts Calendar.

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**July 14 Iraq: The March 7 Election aftermath & Impact**

Marie Al-Nasser, PhD, covers the March 7 election aftermath, and its impact on Obama’s policy and the future of Iraq.

July 28: Don’t Fall Victim to a Scam! 
Superior Turner, FBI, discusses several financial schemes that are currently directed toward the elderly.

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**August 11, 1:30 – 3:00 p.m.**

Brain Fitness: Myths & Mysteries Surrounding Memory and Aging

Michelle Brown-Herman, UCSD, discusses the factors that contribute to brain fitness.

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**August 22, 1:30 – 3:00 p.m.**

Surfing the Brainwaves: Implications for Education

Michael Green, UCSD, will discuss the implications of brain imaging for education.

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**August 25, 7:00 – 9:00 p.m.**

Summer Concerts. Martha Phillips and her committee have put together a great line up again this year.

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**September 3, 1:30 – 3:00 p.m.**

Fitness: Myths & Mysteries Surrounding Memory and Aging

Michelle Brown-Herman, UCSD, discusses the factors that contribute to brain fitness.

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**September 10, 1:30 – 3:00 p.m.**

San Diego Yacht Club Board Room. To place items on the agenda, e-mail Ron at brooks1@cox.net.

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**October 1, 1:30 – 3:00 p.m.**

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**October 28, 1:30 – 3:00 p.m.**

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**November 11, 1:30 – 3:00 p.m.**

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**November 25, 1:30 – 3:00 p.m.**

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**December 23, 1:30 – 3:00 p.m.**

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Going Underground

There are advantages and disadvantages to living in an older neighborhood. Sure — you don’t have cookie cutter houses and restrictive rules about what color you can paint them, but since the 1970s, all new neighborhoods have been built with underground utilities — no overhead wires. Not many trees — but no wires, either.

Very soon, a Point Loma neighborhood will have the best of all worlds: individuality, trees, views and NO wires. “Project Block 2J” will extend from Clove and Hugo streets down to Shelter Island Drive (see the map on the following page), and affect 266 Point Loma homes. The project also includes the installation of 45 new street lights and 32 new trees.

Until recently, residents not wanting to wait in line to remove utility lines above their streets could do it — if they paid for it themselves. Now, the city is investing millions of dollars to speed up the undergrounding effort from seven miles per year to 27 miles per year. The city has already undergrounded over 100 miles and currently has 52 projects in process. Project Block 23 will cost $4.8 million and remove 10,304 feet of overhead wires.

With the cleanest, brightest yellow tractor you’ve ever seen as a backdrop, Mayor Jerry Sanders, Councilman Kevin Faulconer, a host of SDG&E, AT&T and Cox Cable representatives, City Public Works Department representatives, neighbors, and community members gathered to celebrate the groundbreaking of Project Block 23 on May 20. David Jerrell, Deputy Chief Operating Officer of Public Works, presented Councilman Faulconer with a commemorative shovel, and the neighbors with an apology for all the havoc the project will cause in their streets. Overall, the neighbors didn’t seem to mind: after the dust settles — their views of the bay will be clear of wires and poles.

The next page shows a map detailing the location of Project 2J, and surrounding project boundaries. The table shows the project blocks shown and the year of allocation.

To track projects or to see whether you’ll be around by the time your lines are undergrounded, go to www.sandiego.gov/undergrounding, then:

1. Click Schedule.
2. Click Undergrounding Master Plan Application.
3. Click Utilities Undergrounding Mapping Application.
4. Click List Projects by Council District Priorities OR Find Projects by Address.

Finally, it was time to unveil the monument. The newest La Playa Trail monument was designed by Dick Lareau and Ned Daugherty, and built by Ed Brassee. Councilman Kevin Faulconer gave the unveiling honor to the five students from 1934, joking that at the 1934 unveiling, people were charged 10 cents to attend. “Today is free,” he said. “Today is the result of a team effort,” he continued. “It’s important to celebrate heritage and history. I hope my kids can visit this monument and teach their kids about Point Loma’s history.”

Left: Councilman Faulconer and the ladies unveil the Monument; Right: The front of the Monument showing the brass face of the marker.

To see a video of the event and to learn more about the La Playa Trail Association, go to www.LaPlayaTrail.org.

Five more works of art

TRANSFORM Point Loma’s streets

Walking down Shelter Island Drive one morning, I noticed a woman standing on the sidewalk looking at a recently painted mural on the side of the Eichenlaub Marine building. I stood with her and admired it. It turns out that the woman was the mural artist, and that the mural wasn’t quite finished. I off-handedly asked her if she would be interested in painting utility boxes — and she said yes!

Muralist and painter Linda Churchill has done a lot of work in the San Diego area, and won two Orchid Awards for her murals at Ace Hardware and Advance Blueprint. On June 4, her mural, “The Evolution of a Yacht” was officially unveiled at Eichenlaub Marine, located at 2608 Shelter Island Drive.

After Ms. Churchill finished the mural, she turned her attention to transforming five utility boxes into works of art — two of which are on Shelter Island Drive!

Muralist’s World's Greatest Rolling Stones Live Concert Re-creation. Sponsored by Pacific View Foundation.

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Thanks to Barbara Morton for sponsoring the box in front of her restaurant, Miguel’s, and to Bill and Marti Klees for not only prepping, and priming, but sponsoring what was an eyesore across the street from their Seaport Realtors Office.

And thanks to Linda Fox, Tricia Craven Worley, Cecilia Carrick, and Sarah De Rosier for not only cleaning two boxes she had painted, but cleaning all four boxes at the corner of West Point Loma and Nimtz.

Pictures on the next page
Banner reception a Tasty Affair

“That’s the best pot luck I’ve ever been to!” was the overwhelming sentiment at the reception honoring the winners of the San Diego County Fair’s Banner Contest highlighting those accomplished in the culinary field. This year’s Fair was “Taste the Fun!”—but we’re not talking about deep fried Twinkies or chocolate covered bacon, here.

Restauranters were asked to share their culinary talents—and they more than complied by serving their tastiest fare at the Southwestern Yacht Club, who donated the use of their facility for the event.

The 40 winners are watching over Point Loma on the PLA’s banner poles. Look for them!

More than a parade!

The Centennial of the Festa Parade on May 23 was much more than a cultural affair: it was a community affair. Amid the flowing gowns of the beautiful queens, the marching bands, the not-always happy babies, and the dancers marched PLA’s Mean Green Team and the Point Loma Summer Concerts committee. It was a fabulous, blustery day full of civic pride, cultural heritage, great food—and FUN!

Budding Mural Artists

If you went to the PLA Annual Dinner, you hopefully got a chance to see two of the six murals going up in back of Gus’ parking lot, and speak with PLHS art teacher Sean Wells and the three students who attended.

The murals are finished and will hopefully be up by the time you receive this newsletter. Thanks to Sean Wells and Art History teacher William Bowles for conceiving and implementing this project, and to the talented Point Loma High School art students who created a beautiful backdrop for our community—appropriately located right across the street from the newly unveiled La Playa Trail Monument.

For their efforts, the PLA awarded Mr. Wells and the students a plaque and a check for $200 to help with supplies.

Art Teacher Sean Wells, PLA member Cecilia Carrick, and the PHS students who helped create the murals.

Continued on the next page

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Around Town: New Businesses in the Village

Peninsula Hearing Center Inc.

When Audiologist Dana Riso lived in Point Loma in her early twenties, she knew she wanted to return. It took a while – she got her degree in Communicative Disorders from San Diego State University; received a Doctorate in Audiology from AT Still University in Mesa, Arizona; worked for a clinic in El Cajon, started a family – and achieved her dream when she opened her doors in May at her office in Point Loma Village.

Dr. Riso specializes in most hearing issues, including hearing aid evaluations, mid ear problems, tinnitus evaluations, congenital hearing loss – “anything nonsurgical,” she said.

Dr. Riso works with children and adults alike, and is passionate about educating young and old about the effects of hearing loss – especially in high frequency hearing, which is starting to see more of in the iPod generation.

Asked about the next big thing in audiology, Dr. Riso said that hearing aids are now being specifically programmed to a patient’s hearing loss – and that they are becoming more like a Bluetooth device. In other words, patients can now sync their hearing aids directly to their phone, iPod, laptop, etc. through wireless technology – so, for example, they can hear a phone call right through their hearing aids.

Why the yearning to return to Point Loma? “I love Point Loma,” she said. “I love the fact that it has stayed non-commercial, and the sense of community here…I want to spend the rest of my life here!”

Look for Dr. Riso at:

1310 Rosecrans St., Suite A
(619) 756-7848

Continued on the next page
Around Town, continued

La Playa Bistro
Keep your eyes and stomachs on the lookout for the Grand Opening of La Playa Bistro in early July. The restaurant, located in the new building at the corner of Rosecrans and Talbot, will feature Modern American and California cuisine, with fresh, farm to table ingredients. La Playa Bistro will be open for breakfast, lunch and dinner. The restaurant’s décor will have a “coastal aesthetic” and a casual setting with value pricing.

1005 Rosecrans
(619) 387-6606
www.laplayabistro.com

Going Underground

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Five more works of art

By Kerri De Rosier
Chair, Utility Box Committee

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After M...
Message
Thank you to all who attended and supported our annual dinner.

Congratulations and many thanks to dinner chair Karen Greenwald and her committee. I thank Karen for setting a record with 30 table sponsors. This year, over $25,000 was raised to help fund the PLA and many projects. Cecilia Carrick and her raffle team also need to be commended for securing thousands of dollars in gift certificates and raffle prizes as well as silent auction items.

Thanks to Dick Lareau and his idea to get past PLA Chairs to sponsor the dinner, and many thanks to all the businesses that supported the dinner as well. Speaker Lynn Guidi did an excellent job talking about the history of the Portuguese in Point Loma and the photos she showed were truly a remarkable look at Point Loma and the village area almost 100 years ago to the present.

It was truly an honor to award Patti Adams with our Lighthouse Award for her hard work and dedication to the community. Councilman Kevin Faulconer honored Patti by naming it “Patti Adams Week.”

I hope to see everyone at the Summer Concerts. Martha Phillips and her committee have put together a great line up again this year.

Our primary mission is beautification and I need to say thank you to all the members of the Beautification Committee for everything they’ve done this past year. When you see a group of people in their bright neon vests out working by the road, those aren’t Telnos: that’s the Mean Green Team keeping Point Loma beautiful. They work countless hours, all as volunteers, so thank you and show them your support.

Thank you to all our board members, committee chairs and volunteers. Thank you to our outgoing board members and welcome to our new board members. It will be a challenging and rewarding upcoming year and I look forward to your support.

—Tony Calabrese

Beautification update

Newscracks Mike Winstead, City Code Compliance, indicated that he recently removed six Learning Annex newscracks that were not in compliance with newscrack code. Progress is being made!

Hugh Story Memorial Rose Garden The Beautification Committee is looking for volunteers who can care for the garden on a bi-weekly basis. If you’re interested, e-mail Karen Davis at keldavis@cox.net.

Trees on Rosencrans at Dene Olive Building Eight new Jacarandas have been planted in front of Dene Oliver’s newly completed building at the corner of Rosencrans and Talbot. The trees add a beautiful touch.

Next Beautification Meeting July 6, 2010, 8:00 a.m. at the San Diego Youth Club Board Room. To place items on the agenda, e-mail Ron at brooks1@cox.net.

La Playa Trails Monument Dedication

I couldn’t have been more beautiful a day to be standing on a street corner in Point Loma. On April 29, over one hundred people gathered at the corner of Rosencrans and Avenida de Portugal to replicate a ceremony that took place over 75 years ago, the dedication of the La Playa Trail Roseville Marker in the Heart of Point Loma.

Patti Adams, past chair of the La Playa Trail Association, and the Board of Directors organized a beautiful tribute. After the invocation and flag salute, Donald Harrison, author of Louis Rose: San Diego’s First Jewish Settler and Entrepreneur, spoke about the namesake of Roseville, who arrived in 1850 and was determined Roseville would be the site of San Diego’s new downtown. Alonzo Horton won out, but, as Harrison said, “Ultimately, Point Loma won out.”

Patti then took the mic and provided a history of the La Playa Trail, which was summarized in this last issue of the newsletter. This marker, of one on the trail, replaced one across the street at what is now Gus’; inexplicably lost when Rosencrans was widened years ago.

Just like the ceremony that took place in 1934, Cabrillo Elementary school students sang their school song – except that this time, five Cabrillo students made a repeat performance. Edwina Taylor Goddard, Mary Correia Martin, Rita Viera Ballatore, and like the ceremony from 75 years ago, students placed a time capsule, we have adequately prepared for the safety of our loved ones. The County of San Diego works to protect San Diegans at these times together, we must also pause to ensure forward to gathering among family and friends to enjoy the warm weather. For many of us that will include swimming pools and barbecues. While we cherish the events to keep your family healthy and safe. For more information, contact the County Department of Environmental Health at www.sdcounty.ca.gov/dep/.

Sincerely,
Greg Cox

Supervisor Greg Cox Welcomes Summertime Fun and Urges Pool Safety

With the summer months upon us, we are all looking forward to gathering among family and friends to enjoy the warm weather. For many of us that will include swimming pools and spas. Our health inspectors continue to work hard to keep us safe, and urge you to do the same in your own homes. Take a few moments to review your safety plans, test your equipment and make sure everything is in working order. Remember to never leave an unsupervised child around water. It’s a good idea to shower before swimming, never let anyone swim if they have diahrrhea and take kids on frequent restroom breaks. Your attention to these details will keep your family healthy and safe. For more information, contact the Cabrillo Recreation Center at (619) 531-1534.

Sunday, August 15, 2010, 7 to 8:00 p.m. Be a part of the America’s Finest City BBQ! The Point Loma Lions Club sponsors a water station at Mile 3 of this half-marathon. Come out and help – it’s a blast! Imagine seven thousand people running through the streets of Point Loma – and pausing to thank you for a drink of water!

Donates and juice provided. Free race T-shirts for all volunteers! Questions? Call Melanie Nickel at (619) 225-8705.

FA Resource Library

Point Loma Association Meets second Tuesday, 7:00 p.m. at the Point Loma Planning Board Meets third Tuesday, 6:30 – 9:30 p.m. Pt. Loma Library 3701 Voltaire Street

Organizations
The 48th Annual PLA Dinner Meeting was a Great Success! Thanks to everyone who made it possible:

Table Sponsors
Bali Ha’i
Brigantine Family of Restaurants
Cecilia Carrick & Stan Nadel
Bennet & Karan Greenwald
Joanne & Bill Herrin
Helen Kinnaird
Klonie Kunzel & Linda Fox
Malin Burnham
Dick & Dorothea Laub
McMillin Company
Oliver McMillan Inc.
Nancy Peckham
PLA Mean Green Team (2)
Point Loma Summer Concerts (2)
Point Loma Nazarene University
Port of San Diego
Ryan Family—YMCA
Dianne Reichardt
San Diego Trust
SDG&E
Seaport Realtors
United Portuguese SES (2)
Sunrise Bank
Gene & Celeste Trepte
Willis Allen
Windermere Real Estate
US Bank

Additional Thanks to:
Entertainment Sponsors Dick and Dorothea Laub
The Point Loma High School Jazz Band, led by Director, James Sepulvado
Chris Klick Jazz Quartet

Dinner Sponsors
(Past PLA Presidents)
Patti Adams
Larry Bauman
Ray Broady
Mark Bitterlin
John Calabotta
Tony Calabrese
Marti Dine
Don Hartley
(Founder, Represented by Brian Hartley)
Paul Hartley
(Represented by Paul Hartley III)
Ann Tripp Jackson
(Represented by Robert Jackson)
Bill Klees
Fritz Kunzel
(Represented by Klonie Kunzel)
Richard Lareau
Norm Magneson
Jackie Mann
Wayne Raffesburger
Tom Shumaker
(Represented by Jay Shumaker)
Hugh Story
(Represented by Marilyn Story)
Gene Trepte (Founder)
Bob Wallace

Everyone’s having fun and meeting friends old and new at the PLA Annual Dinner!
2010 Annual Dinner Committee

Karan Greenwald, Chair
Cecilia Carrick, Auction/Raffle Chair
Pam Kelly/Klonie Kunzel, Reservations
Karen Davis, Name Tags
Mean Green Team, Table Decorations
Shirley Haimsohn, Greeters
Myrna Bossler
Kirri De Rosier
Zoey Flint
Dick Lareau
Dorothea Laub
Rita Moller
Tammy Moore
Nancy Peckham
Martha Phillips
Maureen Summers
Celeste Trepte
Ann Walker

Greeters: Shirley Haimsohn, Elise Streicher, Rosemary Rogers, Donis Lovett, Betty Allman

Raffle Ticket Sellers: Myrna Bossler, Tammy Moore, Zoey Flint, Linda Fox, Rita Moller, Ann Hill

PLHS art students Haley Sakover, Hannah Bokanoski and Morgan Downing answer questions about the Mural Project at Gus’.

The 2010-2011 Board is sworn in by Councilman Faulconer

Dinner Chair Karan Greenwald is joined by Matt Awbry, Councilman Kevin Faulconer and Brian Pepin.

Tony McCune kicks off the night with a joke

New board members Tommy Cardosa, Mary Montanus, Malinda Dickenson, and David Crawford

Larry Bauman and Family receive the Outstanding Design Award for the newly remodeled Bali Ha’i restaurant; Karen Davis receives the Outstanding Community Garden award for the Hugh Story Memorial at NTC Park.

Ed Streicher receives the Historic Preservation Award for the Roseville Historic Marker on behalf of La Playa Trail Association. Michael Saad’s new Point Loma Cabrillo Drug received the Outstanding New Sign award.

Dorothea Laub and Celeste Trepte

Speaker Lynn Guidi; the gowns worn by the Centennial Festa Queen and her court

Outgoing board members Ron Brooks, Bill Klees and Patti Adams. Councilman Faulconer proclaimed May 27, 2010 to be Bill Klees Day for Bill’s tireless service to the community.

Patti Adams receives the Lighthouse Award and gets a proclamation for Patti Adams WEEK!
The Point Loma Association’s 48th Annual Dinner was held on Wednesday, May 27 at the lovely Kona Kai Resort. Over 425 Point Loma Association members, friends, neighbors, and business people attended this year’s event. Guests were entertained during the cocktail hour by the PLHS Jazz Band while everyone bought Raffle tickets and made their Silent Auction bids. This year we had ten Raffle Trees and ten terrific Silent Auction items.

The program began after everyone was seated in the Point Loma Ballroom decorated with centerpieces of succulents created by the Mean Green Team. This year, there were thirty sponsored tables and twenty past PLA presidents stepped up as Dinner Sponsors (thanks to Dick Lareau)!

After Tony Calabrese, PLA Board Chair, welcomed everyone, Capt. Paul Marconi, Commander of the U.S. Navy Base Point Loma, led the Pledge of Allegiance, which was followed by Crystal Pridmore of PLNU singing America the Beautiful. Dr. Joe Watkins, Vice President of PLNU, gave the Invocation and guests began dinner.

Tony Calabrese called the business meeting to order and thanked retiring board members Tracy Morgan-Hollingworth, Patti Adams, Bill Klees and Ron Brooks. District 2 Councilman Kevin Faulconer installed the new board members David Crawford, Tommy Cardoza, Malinda Dickenson, Carol Norman and Mary Montanus.

The 2010 Community Beautification Awards for outstanding new signage, landscaping, architecture, redesign, historic preservation and gardens were once again presented by Dick Lareau. 

After the awards, guest speaker Lynn Guidi provided a very interesting and entertaining historical background of the Portuguese Community in Point Loma. This year marks the 100th Anniversary of the Portuguese Festa.

Following Tony Calabrese’s closing remarks and thank yous to everyone, the Chris Klich Jazz Quartet played great oldies and we danced the night away. Both the silent auction and the raffles were fun and raised much needed funds for our new and existing projects and maintenance around the Peninsula. Thanks to all of you who attended!