Who We Are

Point Loma Association was organized in 1961. Originally called "Point Loma Village Beautiful," we were primarily concerned with the aesthetics of the Village.

Today, in addition to beautifying the Peninsula, PLA represents the community through direct involvement with agencies of federal, state and local governments, the Port District, the San Diego Unified School District, the Peninsula Community Planning Board, and others who directly affect our quality of life.

PLA Membership consists of residents and local businesses working together. We donate time, effort and money to make the Peninsula a better place in which to live and work. Annual Membership is $30. We appreciate donations at additional support levels: $1,000 Platinum, $500 Gold, $250 Silver, and $100 Bronze. Our membership year is July 1 through June 30. To request a membership brochure, please call Tracy Morgan Hollingworth at (619) 225-8156.

Our Mission:

PLA is an organization of residents and local businesses committed to improving the quality of life in Point Loma through beautification, education, charitable activities and civic collaboration.

Remembrances

Hugh Goodman Story

December 23, 1920 - August 17, 2006

Hugh Story was special to Point Loma. He was a proud American, serving on submarines during World War II, and building refineries around the world during his years with Texaco – a most impressive biography.

But we in Point Loma know him for all his community improvements: we know we have lost a special friend.

As past president and board member of the Point Loma Association, he worked tirelessly to bring trees and flowers to our community. Through the Beautification Committee and the Mean Green Team, which he created, he took city properties that were often neglected, trash-filled and weedy and planted trees – lots of trees – over 700 of them.

You could find Hugh out with his volunteer crew digging trenches to put in irrigation systems and then putting in all the trees and other greenery. Many hours of his time were spent with officials or community members getting permits or funds so that projects could proceed. Now we have all the gold medallion and sycamore trees along Cañon Street, the ficus and palm trees in front of Dewey School, and the pines, jacarandas, ficus and podocarpus along Nimitz.

Hugh’s imprint on the community does not stop with landscaping. He obtained the submarine periscope at the Point Loma Library, he worked on many projects with the Maritime Museum and he contributed memorabilia to the local submarine base.

Hugh was a dreamer, motivator, leader, and, to quote Dick Larrou, “a legend, really, an innovator and a genius in accomplishing what he wanted done.”

We miss him.

-- Jodie Bruhn

Point Loma’s Johnny Appleseed

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-- Jodie Bruhn
CIVIC ORGANIZATIONS
1st Tues, 8:00 a.m. SDYCRon Brooks, 224-9912
Meets second Wednesday, 7:30 a.m. Bali Ha'i Restaurant
2230 Shelter Island Dr. Patti Adams, 887-9313
Association

A committee including Karen Davis, Stan Miller, Ed Streicher, Dee Kettenburg, and Robert Jackson has been organized to work on Rock Church and Academy. At the December 2 meeting, Joe Watkins announced that his new responsibilities at PLNU have diminished his ability to continue as PLA treasurer. Raymond Simas graciously accepted the Board’s invitation to finish Joe’s tenure.

Hugh Calabotta reported that the Foundation had its second meeting to go over renderings for Point Loma Village. In addition, John stated that the IRS confirmed the Foundation tax exempt status as of 2005.

PLA committee reports: Beautification: Ron Brooks reported that the committee spent $3,000 on sprinkler heads and construction at the Nimitz park shops.
Point Loma Foundation: John Calabotta reported that the Foundation had its second meeting to go over renderings for Point Loma Villag. In addition, John stated that the IRS confirmed the Foundation tax exempt status as of 2005.

Hugh Story – that is a name that all of the members of the PLA and most of the 30,000 residents of the greater Point Loma area recognize as synonymous with “Improving the quality of life in Point Loma.” This is a legend of how one dedicated and committed person can really make a difference. Hugh was a WWII hero, a world-renowned petroleum engineer, and the one person who has contributed the most to beautifully Point Loma.

Hugh Story was a legend in his own time! He served two years as president of the PLA, a position that some regard as the “Mayor of Point Loma” – and, of course, he always had great support from his wonderful wife, “Teed.” He pretty much created the “Green Team,” and with the help of Dwayne Little and Joe Watkins, the “Team Green at PLNU.” He was probably the most convincing voice to bring the Midway to San Diego. I was on a cruise on the Medea, and who was the docent serving the sherry? Hugh Story. Hugh was everywhere, doing everything to make Point Loma and San Diego a wonderful place. I worked with Hugh in Point Loma for over 15 years, and the best compliment that I can bestow on Hugh is that if I had to go to war, I would want Hugh on one side of me, and six-year PLA president King Boyd on the other! --Dick Læreau

Hugo on CDBG funding: “As long as it took me to fill out all that paperwork for $2,000, I could have walked the neighborhood one Saturday and had that!”

We know that the man of the house is the head of the family. We really know the wife is the neck and makes sure the head goes in the right direction. If it were not for Hugh’s wife Marilyn, Hugh would not have been the strong leader we came to honor and love. Thank you, Marilyn for sharing Hugh with us and all of San Diego. When we see a jacaranda bloom, as Hugh always said, “going like gangbusters,” we will always think of you and Hugh.

--Drew Potocki

With financial help from the PLA and other organizations, Eagle Scout Derek Snyder built this beautiful kiosk at the Point Loma Native Plant Preserve. A dedication ceremony took place on August 29.

Hugh and Karen Davis decorating for the holidays. Above: Hugh and the Mean Green Team.

Thanks to Dick Læreau and Shu Hartley for providing the pictures.

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Around Point Loma...community happenings

“Return to Roseville” on October 20
United Portuguese S.E.S. Inc., in partnership with Point Loma Association presents “A Return to Roseville,” bringing Point Loma together for a neighborly night of dinner, dancing, and silent auction. The event is $115 per person and takes place at the UPSSES Hall, located at 2818 Avenida de Portugal. A portion of the proceeds go to the Point Loma Association.

The ticket price includes a 4 x 8 inch commemorative tile on the “Heritage Walk of Faith” in front of the UPSSES Hall. “The board wanted to find a way to get involved with the PLA,” said Tino Ferreira, a UPSSES Board member who made a presentation at the August PLA meeting. Ferreira hopes that this event will become a yearly collaboration between the UPSSES and PLA.

Cocktails begin at 5:30 p.m.; dinner is at 7:00.

PLNU hosts third annual Community Day
On Saturday, October 14, Point Loma Nazarene University will host the third annual President’s Community Day. Everyone is invited to come enjoy a day of food, fun and festivities from 10:00 a.m. to 2:00 p.m.

The event is free and open to all ages, and Saturday, December 9 at the NTCPromenade in Point Loma The event is on Friday, December 8 celebrates the true meaning of Christmas with a fun holiday festival for all ages benefiting Kids Included Together and other local nonprofit groups.

The event is $115 per person and takes Place! With his help, I look forward to a continued close working relationship between the Beautification Committee and the board.

More thanks and a welcome to Karen Wheeler, who has agreed to chair our 2007 Annual Dinner. Karen has some exciting ideas and is busy planning a wonderful evening for your enjoyment. We’ll send you a Save the Date soon!

We honor and memorialize Hugh Story and Peter Peckham in this newsletter, and sends sincere condolences to their families. I also want to mark the passing of another prominent Point Loma resident, Gordon Luke. My early career was with San Diego Federal, then Great American Bank, with Mr. Luke at the helm. He fostered an organization that felt like family and encouraged all of us to contribute to our communities in the best way we could. I feel his influence every day in my work with the Point Loma Association to make our community a better place to live and work. I am inspired by the character and accomplishments of these men to dream the impossible dream, then achieve it!

PRESIDENT’S MESSAGE
Patti Adams, 2006-2007 President
As Paul McNeil moves off the Board to his new position in Kevin Faulconer’s office, we wish him well and send our thanks for his service. Paul was most helpful in preparing and securing a grant for our latest beautification project, the landscaping of the Catalina Blvd. off-ramp from Nimitz Blvd. You will be hearing more about this soon, stay tuned!

Sincere gratitude goes out also to our former treasurer, Dr. Joseph Watkins. Joe has performed the duties of treasurer admirably and implemented many procedures to ensure the fiscal health of our Association. I am so grateful that he will still provide his steady wisdom and remain on the board.

It’s a pleasure to welcome Ron Brooks to the Board! With his help, I look forward to a continued close working relationship between the Beautification Committee and the board.

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Breakfast with Santa • Holiday Marketplace • Live Performances • Fun for Kids • Christmas Tree Alley • Delectable Food and Drink To get involved with Christmas on the Promenade, please call (858) 320-2050 or visit www.christmassonthepromenade.org.

You can see these beautiful photos in color by going to the PLA website at www.plaweb.org, clicking on the “PLA newsletters” link, then clicking on the Fall 2006 newsletter link.

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On Saturday, October 14, Point Loma Nazarene University will host the third annual President’s Community Day. Everyone is invited to come enjoy a day of food, fun and festivities from 10:00 a.m. to 2:00 p.m.

Activities include:
• Free lunch and concert in the Greek Amphitheatre
• Inflatable bounce houses
• Puppet shows and storytelling
• Athletic clinics for children, including golf, basketball, baseball and soccer games
• Three stages of musical performances featuring the VIP gospel choir, Point Loma Strings Project and other community music groups
• Point Loma Artists painting on-campus scenes
• Prize giveaways from sponsors
• Red Cross blood donation center set up all day

History buffs can hear presentations about the Point Loma area and Madame Katherine Tingley, one of the leaders of the Theosophical movement in the United States. She resided in what is now Cabrillo Hall, the school’s communications building. Students and staff of the school will be available to answer questions. Other tours will be offered throughout the day, including an early-morning bird walk, a historic garden tour, and a general campus tour.

Lunch will be served in the picturesque Greek Amphitheatre, along with delicious samplings from restaurants in the Bartell Hotels Group. Event sponsors will also be on hand to offer information and answer questions from community members. Make sure to visit County Supervisor Greg Cox, and stop by the PLA booth! PLA members are needed to staff the booth. If you’re interested, call or e-mail Tracy Morgan Hollingworth at (619) 225-8156 or sandiegogovrel@att.net.

For more information about Community Day, visit www.pointloma.edu/communityday.

Cabrillo Elementary Centennial
It’s been one hundred years since Cabrillo Elementary School opened its doors to the children of Point Loma. Students and staff of the school will celebrate this remarkable day on Friday, October 13 at 6:00 p.m. in front of the UPSSES Hall.

The ticket price includes a 4 x 8 inch commemorative tile on the “Heritage Walk of Faith” in front of the UPSSES Hall.

Inflatable bounce houses
Join city officials, past principals and other community members as they celebrate with current students, teachers, and administrators.

Greek Amphitheatre
It’s been one hundred years since Cabrillo Elementary School opened its doors to the children of Point Loma.

Free lunch and concert in the Greek Amphitheatre, along with delicious samplings from restaurants in the Bartell Hotels Group.

See the contents of a time capsule buried in 1985 – and see what future students will find when they uncover the 2006 time capsule that will be assembled and buried in the courtyard. The school is seeking donations to support the event, and to benefit its technology fund. To donate, call Cabrillo at (619) 223-7154 or stop by the school for a donation form at 3120 Talbot Street.

Christmas on the Promenade
Bring the whole family to Christmas on the Promenade, San Diego’s newest holiday tradition! This new event celebrates the true meaning of Christmas with a fun holiday festival for all ages benefiting Kids Included Together and other local nonprofit groups.

The event is on Friday, December 8 and Saturday, December 9 at the NTCPromenade in Point Loma

The event is free and open to all ages, and features:
• Breakfast with Santa • Holiday Marketplace • Live Performances • Fun for Kids • Christmas Tree Alley • Delectable Food and Drink

To get involved with Christmas on the Promenade, please call (858) 320-2050 or visit www.christmassonthepromenade.org.

Water gardening this fall in Point Loma
By Ron Brooks & Betty Allman
Recently you may have noticed a surprising addition to more and more front yard gardens – WATERFALLS. These are full fledged, wonderful, rock splashing, gurgling falls that all passers-by can enjoy.

When you are traveling down Niagara or Tivoli, turn the radio off, roll down the windows and find yourself escaping from the daily grind into nature. Grab your canoe and start paddling.

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PLA members, friends, neighbors, and visitors flocked to Point Loma Park for the sixth annual Summer Concerts. We celebrated our community with live music, dancing, fun and fellowship.

Many thanks to more than a hundred Sponsors and Donors who supported these free, family-friendly events. We couldn’t have done it without you!

Co-Chairs Pat Baker and Lee Lipsey are grateful to the members of the 2006 Concerts Committee: Bridget Wear, Kerri De Rosier, Shawn Fettel, Paul Grimes, Nancy Jeremiah, Leslie Harrington, John Baker, Dave De Rosier, Bill and Marti Klees, John Benya, and Peter Benjamin. They collaborated with dozens of volunteers from PLA and from other civic and youth groups to make the Summer Concerts a success.

## Summer Concerts in search of new leadership

The search is underway for a new chair (or co-chairs) for Point Loma Summer Concerts. The free community concerts are a project of Point Loma Association, produced in collaboration with more than a dozen civic and youth groups.

Bridget Wear founded the summer concerts project in 2001. It continues under the leadership of Pat Baker and Lee Lipsey, who have co-chaired the PLA Concerts Committee for the past five years.

Pat and Lee have given notice that they intend to retire after the 2007 summer concert season. To ensure that Point Loma Summer Concerts will continue, we are spreading the word throughout the peninsula: This wonderful project needs new leadership!

Our goal is to identify the new leader(s) by January 1, 2007, so that they can “shadow” Pat and Lee during the 2007 concert season ... then step up to chair the Concerts Committee starting January 1, 2008 for a term of two or three years.

Job requirements are a passion for community service, love of music, and some prior experience organizing volunteer events/activities.

To inquire about this leadership opportunity, please contact Pat or Lee. For additional information about the Summer Concerts, go to: www.plconcerts.org.

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**Newsrack update**

By Ron Brooks

After years of discussion and agonizing compromises, the Newsrack Ordinance finally reached the Land Use and Housing Committee.

The committee voted 4-0 with Kevin Faulconer moving to send the recommendation to the San Diego City Council. I can almost picture in my mind a neat and orderly row of a few newsracks in front of our Village Post Office.

It has been difficult during the last few years to work on the Point Loma Beautification Committee and have to contend with the growing blight of hundreds of newspaper racks. Soon, you might be able to actually get out of your car on Cañon Street.

I am confident that you will be able to read in the next Newsletter that the measure has passed. It will take many months before we will see any difference along Rosecrans, but we intend to make the Post Office, at the heart of our Village, our first target.

At the foot of McCall Street, you can find this lovely garden dedicated to Peter Peckham, who lived on McCall Street and was an active member of the Point Loma community and beyond.

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After attending Point Loma schools, Peter joined the Navy, then graduated from Stanford University. He and his wife, Nancy, married in 1951. Peter was an avid yachtman who sailed with some of the most famous yachtmen in the world, and was a three-time PC Fleet National Champion at the San Diego Yacht Club. He founded InvestCal Realty, a commercial real estate firm, and was very involved in the San Diego community as one-time part owner of the San Diego Padres, and served on the San Diego County Grand Jury.

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Lovett sisters Lauren Johnson (left) and Nicole Miller collaborated on both of these utility boxes, and not only made them works of art – but a tribute to their family history.

“It was the first time Nicole and I worked together,” said Lauren. “We’re both natives of Point Loma, and did a water scene because that’s what Point Loma is all about.”

If you look closely at this box, you’ll see a boat named “Nati” with two girls and a dog. That’s Lauren and Nicole with Nicole’s pug Nati – named for their favorite restaurant in Ocean Beach.

“We knew what we wanted to do - we had it all planned,” said Lauren. “We just kind of went with the idea.” They did the adjacent box in a Monet style.

“We did it in 1 1/2 days - in just one weekend,” said Lauren. “It was hot! The paint started drying immediately – that’s why we did it so fast. It was also really windy. The people were really nice, though. We had to stop every five minutes to tell people what we were doing!”

Nicole Miller is a full-time artist who recently moved to Tampa, Florida. “She sold a lot of paintings to a lot of people in Point Loma,” said Lauren.

Lauren Johnson enjoys making cards and painting using acrylics. She works at the Academic Dean’s Center at Point Loma Nazarene University.

When asked if she would paint a utility box again, Lauren said, “I’d do it again, but only with my sister!”

Hugh Story was the heart and soul of Point Loma.

If at any point in the past twenty-five years you noticed a new tree and were looking for someone to thank, odds are it was Hugh Story and PLA volunteers who planted it.

Known as the “Johnny Appleseed” of Point Loma, Hugh was an inspiration to us all. Having devoted himself to serve our country in World War II, he similarly devoted himself to the beautification of Point Loma when he moved here a quarter-century ago.

If you’re looking for an example of his work, take a look at the grouping of trees on the south side of Nimitz Blvd. at West Point Loma Blvd. or the flowers in front of San Diego National Bank.

I recently had the honor of having Hugh help me out in trimming back tree branches on west Cañon St. I would like to think that I trimmed my fair share of trees that morning, but I have to admit that Hugh gave me a run for my money. And I think seeing this eighty-five year-old man laboring like a twenty year-old kid made us all keep our gardening gloves on a little longer. That’s the kind of person Hugh was – he led by example.

Since Hugh’s passing, I’ve asked myself, “What should we do to honor his memory?” Several groups have come forward with memorial plans in Hugh’s honor, which I think are great ideas that I plan on aiding. However, I think the best tribute to Hugh is to continue his legacy: volunteer for the PLA Beautification Committee; help out with community clean-up projects; stop and enjoy one of the trees Hugh planted.

We will never be able to replace Hugh and what he brought to Point Loma, but if we follow the trail he blazed we can keep his selfless spirit alive on the Peninsula.

Hugh was a great San Diegan. We will all miss him.

Kevin Faulconer
Councilmember, District Two

FROM COUNCILMAN
KEVIN FAULCONER

Randy Coulthard of Osprey Street is the happy recipient of a $10 Starbucks gift card for correctly naming the location of the utility box painted by Beverly Brady and featured in the last issue.

This is the final guessing game for a while: Where is this one located? Send your correct guess to Patti Adams at chair@plaweb.org, and you could be the next winner!

Kerri De Rosier is the current Utility Box Committee chairperson. She is holding a “next steps” meeting on Tuesday, October 10 at 9:30 a.m. at one of the small conference rooms at Point Loma Library. If you’re interested in attending, call or e-mail Kerri at (619) 226-2251 or kdsdero@sbcglobal.net.

Light up our Village for the holidays!

Last year, merchants enthusiastically participated in the first annual “Light up our Village” project spearheaded by the PLA. The PLA is encouraging all merchants to decorate their businesses with lights and color to reflect the coming holiday season, and to create a feeling of harmony.

Look for more information from business organizations and community groups. Early planning can make this season spectacular!

For more information, contact Dee Kettenburg at (619) 223-1333.
Historic marker restored

On Wednesday, August 23 during busy lunch hour traffic, a group of civic-minded folks and dignitaries braved the intersection of Midway and Rosecrans, stopped mid-span, then walked carefully along the median, cutting into the business of a man with a cardboard sign.

They were there to dedicate the first major project of the newly-formed La Playa Trail Association: a bronze bas-relief depicting an Indian vaquero with an ox cart—the same image depicted on five other historical markers along the La Playa Trail.

The original bronze had been ripped from its concrete base years ago, leaving behind a bruised and battered marker with lost historical significance.

About a year ago, Joe Mannino, Executive Director of the North Bay Association, decided to do something about the eyesore on the median. “I just knew that the marker had represented something really cool in our neighborhood,” he said. He called Pat Baker with the Point Loma Association, who got the ball rolling.

After many calls, Pat assembled a group of people interested in local history—including Charles Best, a local researcher, Ed Streicher, a community activist, and Joe Mannino.

After a few meetings, the La Playa Trail Association started a drive to restore the historic trail, which has been associated with 67 registered national, state, and city historic landmarks, and over 400 sites of historic interest, according to Charles Best. The marker at Midway and Rosecrans was the last of six trail markers placed by the San Diego Historical Society in 1934.

Why is the trail so significant? A quote from “The La Playa Trail 1769-2005” by Charles Best explains:

On July 16, 1769 Father Junipero Serra and Don Gaspar Portolá arrived in San Diego from Mexico and joining with the crews of the Spanish coasting vessels San Antonio and San Carlos established the first European colony in Alta California. Camp was set up near a spring at the base of what is now Presidio Hill and linked to the anchorage by an Indian trail running to the beach at La Playa. The trail was traveled daily by the soldiers who established the first lighthouse in California, a lantern placed on a pole on the tip of Ballast Point. ... The La Playa Trail has witnessed a lion’s share of the history of the northwest Pacific coast. Indians, fur trappers, Boston-China traders, Portuguese whalers and fishermen, Indian vaqueros, American cowboys, railway men, the U.S. Cavalry, Mexican rancheros, English explorers, Chinese fishermen and a myriad of adventurers have traveled and left a record of the trail.

In 1932, historians John and Winifred Davidson identified the trail as running from Mission San Diego to Ballast Point, where Juan Cabrillo made his famous landing in 1542. The San Diego Historical Society placed six markers along the trail—with the same vaquero and ox cart bas-relief—at significant points along the trail in this order:

1. Roseville, home of San Diego’s Portuguese community
2. Lytton and Rosecrans, across from the Naval Training Station
3. At the site of a monument to Jedediah Smith at the base of Presidio Hill
4. At the site of a monument to Juan Rodriguez Cabrillo adjacent to the Naval Fuel depot at Fort Rosecrans
5. The Mission San Diego
6. The intersection at Midway and Rosecrans

Until recently, only three out of the six monuments still stood—at Fort Rosecrans, Presidio Hill, and Mission San Diego. With the help of numerous volunteers and generous donors, the number of preserved monuments became four.

Joe Mannino hired local artist Ann Paul Barca to go to Fort Rosecrans and make a silicon caste of the bronze relief there. John Rickards with Sinner Brothers, a foundry located on Hancock Street, donated his materials and services for the bronze relief, and local architect Dan Peterson donated his services for the design and installation of the concrete block.

The effort culminated in the ceremony on that windy median on August 23, 2006. The traffic whizzing by left little time for pomp and circumstance: after a brief introduction from Joe Mannino, Councilman Kevin Faulconer and Charles Best lifted the black tarp covering the marker to the applause of everyone present.

“This is what we’re about,” shouted Councilman Faulconer over the traffic. “As long as I’m here, I’m going to facilitate funding [for these projects]. …This is the catalyst for other sites.”

For more information about the La Playa Trail Association or to provide a donation to this 501c3 organization, contact Joe Mannino at (619) 226-9000 or Charles Best at (619) 223-3418.
Around Point Loma... community happenings

“Return to Roseville” on October 20

United Portuguese S.E.S. Inc., in partnership with Point Loma Association presents “A Return to Roseville,” bringing Point Loma together for a neighborly night of dinner, dancing, and silent auction.

The event is $115 per person and takes place at the UPSSES Hall, located at 2818 Avenida de Portugal. A portion of the proceeds go to the Point Loma Association.

The ticket price includes a 4 x 8 inch commemorative tile on the “Heritage Walk of Faith” in front of the UPSSES Hall.

“The board wanted to find a way to get involved with the PLA,” said Tino Ferreira, a UPSSES Board member who made a presentation at the August PLA meeting.

Ferreira hopes that this event will become a yearly collaboration between the UPSSES and PLA.

Cocktails begin at 5:30 p.m.; dinner is at 7:00.

PLNU hosts third annual Community Day

On Saturday, October 14, Point Loma Nazarene University will host the third annual President’s Community Day. Everyone is invited to come enjoy a day of food, fun and festivities from 10:00 a.m. to 2:00 p.m.

The event is free and open to all ages, and Saturday, December 9 at the NTCPromenade in Point Loma

The event is on Friday, December 8 and Saturday, December 9 at the NTCPromenade in Point Loma

Water gardening this fall in Point Loma

By Ron Brooks & Betty Allman

Recently you may have noticed a surprising addition to more and more front yard gardens – WATERFALLS. These are full fledged, wonderful, rock splashing, gurgling falls that all passers-by can enjoy.

When you are traveling down Niagara or Tivoli, turn the radio off, roll down the windows and find yourself escaping from the daily grind into nature. Grab your canoe and start paddling.

You can see these beautiful photos in color by going to the PLA web site at www.plaweb.org, clicking on the “PLA newsletters” link, then clicking on the Fall 2006 newsletter link.

PRESIDENT’S MESSAGE

Patti Adams, 2006-2007 President

As Paul McNeil moves off the Board to his new position in Kevin Faulconer’s office, we wish him well and send our thanks for his service. Paul was most helpful in preparing and securing a grant for our latest beautification project, the landscaping of the Catalina Blvd. off-ramp from Nimitz Blvd. You will be hearing more about this soon, so stay tuned!

Sincere gratitude goes out also to our former treasurer, Dr. Joseph Watkins. Joe has performed the duties of treasurer admirably and implemented many procedures to ensure the fiscal health of our Association. I am so grateful that he will provide his steady wisdom and remain on the board.

It’s a pleasure to welcome Ron Brooks to the Board! With his help, I look forward to a continued close working relationship between the Beautification Committee and the board.

More thanks and a welcome to Karen Wheeler, who has agreed to chair our 2007 Annual Dinner. Karen has some exciting ideas and is busy planning a wonderful evening for your enjoyment. We’ll send you a Save the Date soon!

We honor and memorialize Hugh Story and Peter Peckham in this newsletter, and send sincere condolences to their families. I also want to mark the passing of another prominent Point Loma resident, Gordon Luco. My early career was with San Diego Federal, then Great American Bank, with Mr. Luco at the helm. He fostered an organization that felt like family and encouraged all of us to contribute to our communities in the best way we could. I feel his influence every day in my work with the Point Loma Association to make our community a better place to live and work. I am inspired by the character and accomplishments of these men to dream the impossible dream, then achieve it!

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CIVIC ORGANIZATIONS

Beautification Committee
Meets second Wednesday, 7:30 a.m.
Bali Ha'i Restaurant
2230 Shelter Island Dr.
Patti Adams, 887-9313

The first time I met Hugh I was given the opportunity to ride in his old truck. On our way to his favorite lunch spot, I noticed a pack of Marlboroughs on the dash of his truck and I said, “Hugh, I didn’t know you smoke.” He said, “Those aren’t mine, they’re my mother’s.” I was quite amused. Hugh always called when something did not look right. We planted the pork chops at Nimitz, and those were large trees with almost ten-foot boxes. When he called me a short time later to see why they looked poorly, I met with Hugh and tried to dig up the upper roots. I asked Hugh how deep the roots were, and he told me, “three feet so they won’t fall over.” Once the roots were dug out, Hugh arranged for the fire department to water the trees. A couple months later, Hugh called to tell me that they looked poorly again, and I said it looked like they were getting too much water. Hugh found out the fire department was giving them 300 gallons each week!

Hugh on CDBG funding: “As long as it took me to fill out all that paperwork for $2,000, I could have walked the neighborhood one Saturday and had that!” We know that the man of the house is the head of the family. We really know the wife is the neck and makes sure the head goes in the right direction. If it were not for Hugh’s wife Marilyn, Hugh would not have been the strong leader we came to honor and love. Thank you, Marilyn, for sharing Hugh with us and all of San Diego. When we see a Jacaranda bloom, as Hugh always said, “going like gangbusters,” we will always think of you and Hugh.

--Drew Potocki

Hugh Story – that is a name that all of the members of the PLA and most of the 30,000 residents of the greater Point Loma area recognize as synonymous with “Improving the quality of life in Point Loma. This is a legend of how one dedicated and committed person can really make a difference. Hugh was a WWII hero, a world-renowned petroleum engineer, and the one person who has contributed the most to beautify Point Loma.

Yes, Hugh Story was a legend in his own time! He served two years as president of the PLA, a position that some regard as the “Mayor of Point Loma” – and, of course, he always had great support from his wonderful wife, “Teed.” He probably taught the “Green Team,” and with the help of Dwayne Little and Joe Watkins, the “Team Green at PLNU.” He was probably the most convincing voice to bring the Midway to San Diego. I was on a cruise on the Medea, and who was the docent serving the sherry? Hugh Story.

Hugh was everywhere, doing everything to make Point Loma and San Diego a wonderful place. I worked with Hugh in Point Loma for over 15 years, and the best compliment that I can bestow on Hugh is that if I had to go to war, I would want Hugh on one side of me, and six-year PLA president King Boyd on the other!”

--Dick Lareae

Hugh and Karen Davis decorating for the holidays. Above: Hugh and the Mean Green Team.

Thanks to Dick Lareae and Shu Hartley for providing the pictures.

With financial help from the PLA and other organizations, Eagle Scout Derek Snyder built this beautiful kiosk at the Point Loma Native Plant Preserve. A dedication ceremony took place on August 29.

A committee including Karen Davis, Stan Miller, Ed Streicher, Dee Kettenburg, and Robert Jackson has been organized to create a memorial for Hugh in the Point Loma community. The preliminary concept is for a landscaped memorial with possible seating, a plaque, a fountain and flowers. They are working with local architect Kirk O’Brien, who has offered to provide conceptual drawings.

At a future date, the committee will solicit donations through the Point Loma Foundation for the memorial. In the meantime, we welcome you to contact any of the committee members with your ideas and input. Karen can be reached at (619) 222-3055.

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Who We Are

Point Loma Association was organized in 1961. Originally called “Point Loma Village Beautiful,” we were primarily concerned with the aesthetics of the Village.

Today, in addition to beautifying the Peninsula, PLA represents the community through direct involvement with agencies of federal, state and local governments, the Port District, the San Diego Unified School District, the Peninsula Community Planning Board, and others who directly affect our quality of life.

PLA Membership consists of residents and local businesses working together. We donate time, effort and money to make the Peninsula a better place in which to live and work. Annual Membership is $30. We appreciate donations at additional support levels: $1,000 Platinum, $500 Gold, $250 Silver, and $100 Bronze. Our membership year is July 1 through June 30. To request a membership brochure, please call Tracy Morgan Hollingworth at (619) 225-8156.

Our Mission:

PLA is an organization of residents and local businesses committed to improving the quality of life in Point Loma through beautification, education, charitable activities and civic collaboration.

Hugh Goodman Story

Hugh Goodman Story December 23, 1920 - August 17, 2006

Hugh Story was special to Point Loma. He was a proud American, serving on submarines during World War II, and building refineries around the world during his years with Texaco – a most impressive biography.

But we in Point Loma know him for all his community improvements: we know we have lost a special friend. As past president and board member of the Point Loma Association, he worked tirelessly to bring trees and flowers to our community. Through the Beautification Committee and the Mean Green Team, which he created, he took city properties that were often neglected, trash-filled and weedy and planted trees – lots of trees – over 700 of them.

You could find Hugh out with his volunteer crew digging trenches to put in irrigation systems and then putting in all the trees and other greenery. Many hours of his time were spent with officials or community members getting permits or funds so that projects could proceed. Now we have all the gold medallion and sycamore trees along Cañon Street, the ficus and palm trees in front of Dewey School, and the pines, jacarandas, ficus and podocarpus along Nimitz.

Hugh’s imprint on the community does not stop with landscaping. He obtained the submarine periscope at the Point Loma Library, he worked on many projects with the Maritime Museum and he contributed memorabilia to the local submarine base.

Hugh was a dreamer, motivator, leader, and, to quote Dick Larrea, “a legend, really, an innovator and a genius in accomplishing what he wanted done.”

We miss him.

Remembrances

Hugh started the Mean Green Team over 10 years ago when he headed the Beautification Committee of the Point Loma Association. The organization saw a need to spruce up some of the planted areas in the community, and thus the Green Team evolved. Every Friday – all year long – the Team convenes at one of seven work sites in Point Loma. Hugh always arrived – right on the button in his famous yellow truck loaded with trash cans and bags of compost. He was a good role model and never asked anything of someone that he wouldn’t do himself.

He had a special talent for bringing folks together and nudging us along. We are indeed saddened by the loss of our good friend, but as we speak, I can envision Hugh with rake in hand saying, “O.K., gang... just ten more minutes and then we can go for coffee!”

We will miss him.

--Jodie Bruhn

Point Loma’s Johnny Appleseed

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